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CANADIAN HARDWARE JOURNAL

Circulates
in every
Canadian
Province

Covers the
Stove and Heating
Metal Working
and Paint Trades

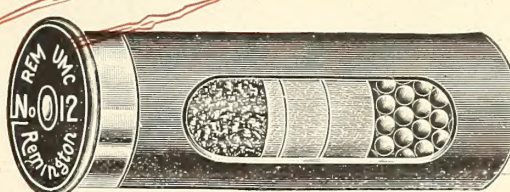
Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

Vol. 8

TORONTO, JANUARY, 1916

No. 1





A low-priced, heavy seller— the REMINGTON Shot Shell

Here's the shell you can buy rock-bottom and sell at a popular price. And you needn't care who you sell it to, because this "Remington" shell has Remington quality all through, and it will make good in any company.


The "Remington" really is the highest-grade, low-priced, Canadian-made Smokeless shell. Loaded with Standard Smokeless powder. Primed with the famous No. 33 Primer and loaded with drop or chilled shot. Ask your jobber for early quotations.

Just one more example of REMINGTON-UMC determination to give our dealers the best of it against any and all other shells on the market.




Remington
UMC


22's—the little fellows that make big business for REMINGTON-UMC dealers. Just three reasons: Low price—high quality—big publicity. You can't go wrong from any standpoint in placing heavy orders with your jobbers NOW



Remington Arms-Union Metallic Cartridge Company
(Contractors to the British Imperial and Colonial Governments)
WINDSOR - ONTARIO
London, Eng. (Jobbers everywhere) New York, U.S.A.



This is a Success sign for the hardware store or counter
Write us about it.



To Win The War

It is necessary that every resource of the great British Empire be strained to the utmost.

One essential to that end is that every working man in Canada be kept employed and every possible dollar be kept in the country—to be available for financing the Canadian Government in its undertakings.

It is the duty of every hardware retailer to buy, as largely as he can, goods that are "Made-in-Canada."

The publishers of this paper realize that a trade paper is a great force in deciding what goods will be used in a country—what lines will have the preference in the trade.

Knowing its power and realizing its duty, The Canadian Hardware Journal has decided to refuse all contracts for advertising—except those closed prior to November last—unless the goods are Made in Canada—or in the British Empire.

We ask the co-operation of the trade in this move. Show a preference for Canadian goods. Refuse to buy foreign goods, when you can get similar lines in Canada.

Keep Canadian money available to help win the war.

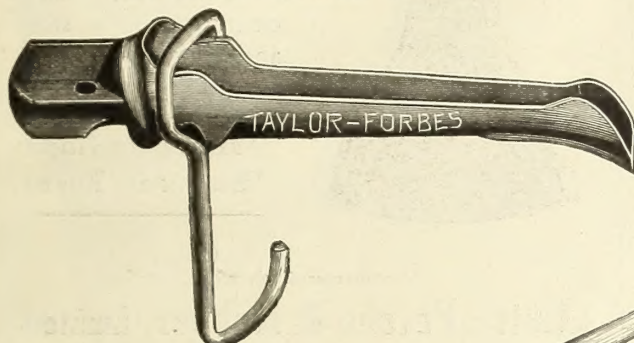
The Canadian Hardware Journal

32 Colborne St., Toronto

Stock These Now for Spring Trade

Sap Spouts Tree Pruners

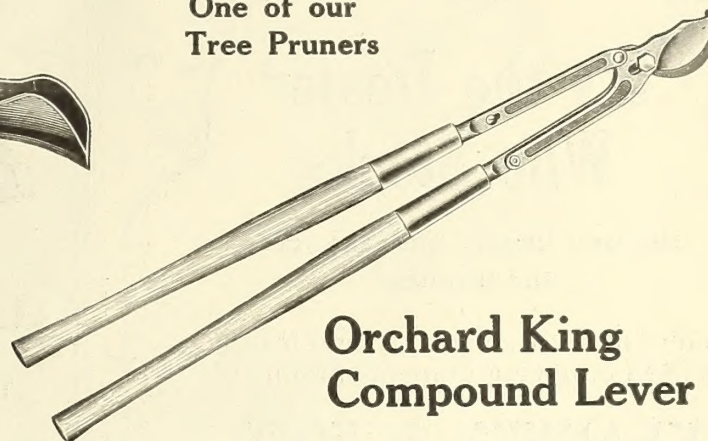
A Real Good Seller



Eureka Sap Spout

Royal Bronze Finish. These will be in demand before long

One of our
Tree Pruners



**Orchard King
Compound Lever**

Cobbler's Outfits Sell to All



FARMER'S COBBLER'S OUTFIT
FOR GENERAL
BOOT, SHOE, TINWARE
AND HARNESS REPAIRING

This Set Consists of the Following :

- | | |
|-----------------------------|--|
| 1 Iron Stand. | 1 Package 6-8 Nails. |
| 1 Men's Last, 10 inch. | 1 Package 5-8 Shoe Nails. |
| 1 Women's Last, 8 inch. | 1 Box Tubular Rivets. |
| 1 Boy's Last, 6 inch. | 1 Ball Shoe Wax. |
| 1 Child's Last, 5 1/4 inch. | 1 Vise. |
| 1 Shoe Hammer. | 1 Ball Shoe Thread. |
| 1 Shoe Knife. | 1 Soldering Iron. |
| 1 Pegging Awl Handle. | 1 Bar of Solder. |
| 1 Stabbing Awl Handle. | 1 Box of Resin. |
| 1 Sewing Awl Handle. | 3 pair Heel Plates. |
| 1 Sewing Awl. | 1 Hollow Punch. |
| 1 Bent Awl. | 1 Box of Soft Rivets for repairing Tins and Graniteware. |
| 1 Stabbing Awl. | 6 Harness Needles. |
| 1 Bottle Leather Cement. | 1 Piece of Tin. |
| 1 Bottle Rubber Cement. | 1 Card Directions for Half-soling and Soldering. |
| 1 Bottle Soldering Liquid. | |
| 1 Bunch Bristles. | |
| 1 Package 4-8 Nails. | |

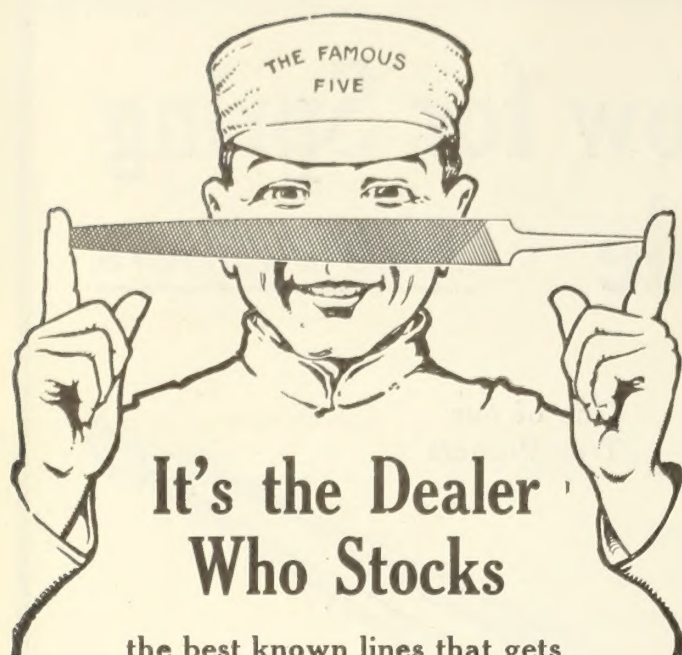
If your Jobber cannot Supply you, write us direct for prices

Taylor -Forbes Company, Limited

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 147 Prince William Street,
St. John N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
Guelph, Ont.

Taylor-Forbes Co., Ltd. 1070 Homer St.
Vancouver.
H. F. Moulden & Son, Travelers' Building
Winnipeg.



It's the Dealer Who Stocks

the best known lines that gets
the business.

Your file stock should therefore consist of the following famous brands :

KEARNEY & FOOT GREAT WESTERN AMERICAN ARCADE GLOBE

(Made in Canada)

When you bear in mind that 10,000 dealers in Canada stock these famous five—

When you know that behind you is our 50-year-old experience in the making of files—

When we tell you that the Nicholson output is over 60,000,000 yearly—

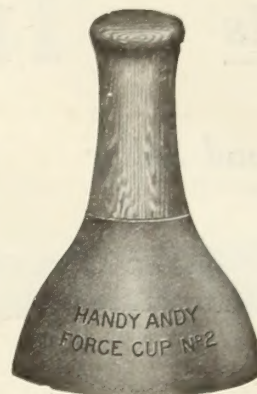
The question is : Can you afford to be without these well-known brands of files on your shelves ?

To help you, we're educating your customers, through advertising, to throw away their files when the "inefficient" point is reached. And that our efforts are not wasted is proven by the increased demand for files—of the "famous five" mentioned above.

NICHOLSON FILE COMPANY

Port Hope (JOBBER EVERYWHERE) Ontario

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good
Sale for Them*

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto
Limited

TORONTO
CALGARY

MONTREAL

WINNIPEG
VANCOUVER

New Coaster Bobs



So easy to steer. Note the spring attachment which brings back to position. Very strongly built and attractive in appearance. This is a great seller. Send trial order now.

Canadian Buffalo Sled Company

Preston Ontario

PEERLESS ORNAMENTAL FENCING

It's Made of Heavy Open Hearth Steel Wire

with all the impurities burned out and all strength and toughness left in. Heavily galvanized. Every intersection is locked together with a Peerless clamp. Top and bottom wires of Peerless Poultry Fencing are extra heavy—extra strong. Consequently fewer posts are required. Peerless fencing can't sag—can't rust—can't get out of shape—can't help giving absolute satisfaction.

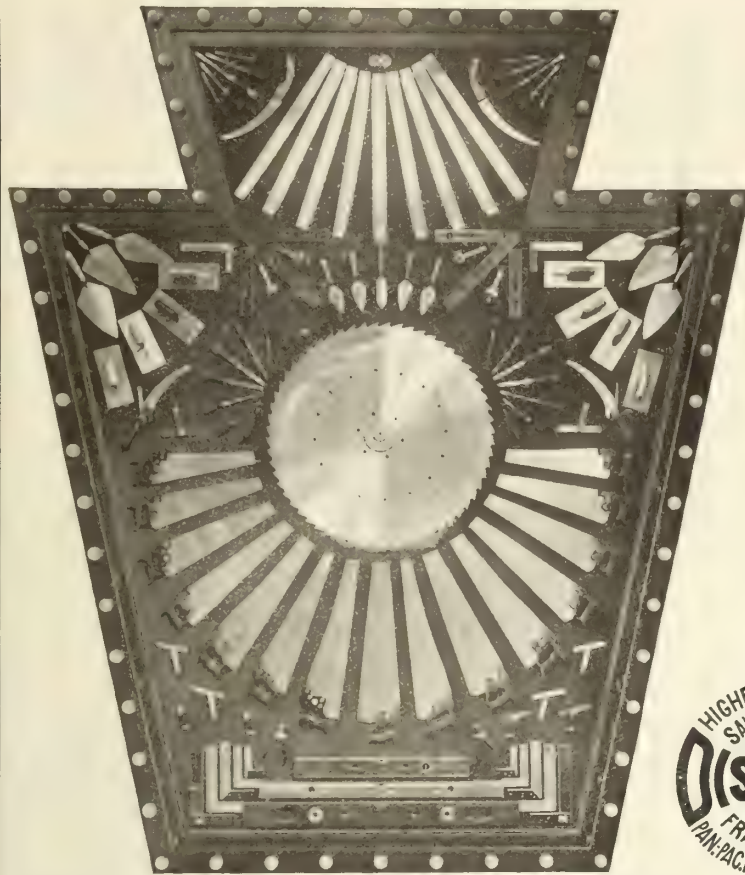
You can sell our fence with a clear conscience and make money, too.

Send for our dealer's proposition. It's attractive. It will interest you. It's well worth a stamp. Send today.

The Banwell-Hoxie Wire
Fence Co., Ltd.

Winnipeg, Man.
Hamilton,
Ontario





Keystone No. 4

Disston Exhibit

*Panama-Pacific
International Exposition*

Highest Award

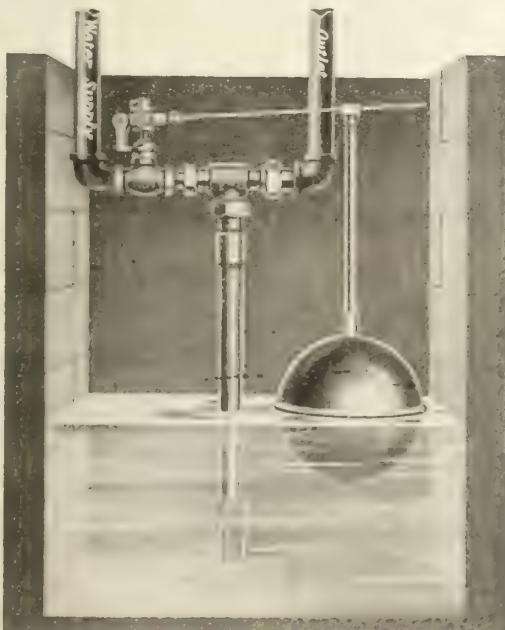
SAWS TOOLS FILES



Henry Disston & Sons
Limited

2-20 Fraser Ave., Toronto, Ont.

MORRISON Automatic Cellar Drainer



The most efficient cellar drainer on the market. Simple and durable.

Has double the lifting power of any other cellar drainer made.

Working parts all above water.

These outfits have been in continuous successful service for upwards of two years, without requiring the slightest attention.

The James Morrison Brass Mfg.
Company, Limited

93-97 Adelaide St. West, Toronto

Thos. Ellin & Co.

LIMITED

Sylvester Works

SHEFFIELD, ENGLAND

Manufacturers of

Table and Pocket
Cutlery, Scissors,
Razors, Spoons and
Forks, Electro Plate,
Joiners' Tools, Etc.

Wish to inform their friends
that they have appointed

JOHN B. KEEBLE

(of RONU LIMITED)

53 Yonge Street
TORONTO

*as their representative for
The Dominion of Canada*

Mr. Keeble will be glad to show you
our new range of samples, either at
his room or at your office.

Requests by mail for catalogue prices
or other information will be promptly
attended to:

*We are featuring a special line
of Stainproof Cutlery
Ask about it*

Practical—Convenient—Inexpensive Shelf Lock Step Ladder



Our special lock device holds the ladder from opening or closing when in use. The shelf is always up when the ladder is closed, and horizontal when in use. Galvanized steel ears fasten the legs and risers to the top. A good seller because it fills the bill at a low price. All sizes.

*Write us for
prices*

Stratford Mfg. Co., Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding Settees, Folding Chairs and Tables, Chairs for Assembly Seating, Lawn, Camp, and Verandah Furniture, Kitchen Cabinets, Woodenware, Park Seats, etc.

STRATFORD

ONTARIO

"TIGER" WHITE LEAD

The Lead With the Spread

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.

The Steel Company of Canada, Ltd.

HAMILTON
VANCOUVER

MONTREAL
VICTORIA

TORONTO
HALIFAX

WINNIPEG
ST. JOHN



Mr. Metal Worker!



Whatever you do—Don't delay placing your order for
GALVANIZED SHEETS

Next Spring will see much building and repairing. Canada has the money to spend.
The Steel Mills are loaded with orders—turning away business—not enough steel
 to go around.

Your Trouble will be to get delivery then, when you'll be badly needing sheets.

*Better ask your jobber right now for price on Spring requirements
 —and don't hesitate to say*



**“I WANT THOSE GOOD
 CANADIAN-MADE
 GALVANIZED SHEETS.”**



ROASTERS FOR THE ROASTING SEASON



OVAL SIZE, 11½ x 18½ x 8



CROWN ROASTER

Davidson's

“Sterling” seamless self-basting roast pan is made in Colonial Enameled Ware and Blue Sheet Steel.

Selling Features

Self-Basting.

More efficient than any other style roast pan.

Being seamless it is perfectly sanitary.

Saves time and labor.

Saves fuel.

It is a necessary article in every home.

It is a Sterling.

The Crown Roaster, seamless, round, size 13¾ x 8 in., is also made in Colonial Enameled Ware and Blue Sheet Steel, and is made in the oval pattern, same size as Sterling, in steel only.

WRITE US FOR PRICES

The Thos. Davidson Manufacturing Company, Limited
 TORONTO MONTREAL WINNIPEG



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

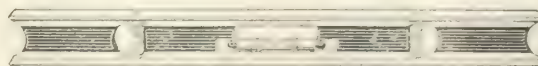
The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.

Stanley Tools



Aluminum Plumbs and Levels

*A New Stanley
Line.*

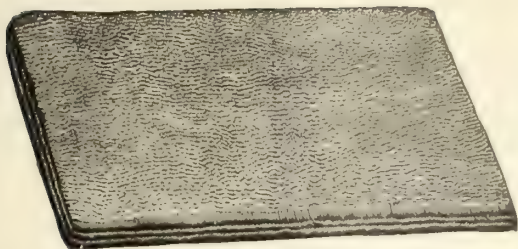
Similar in general design to our well known No. 37 line.

On account of their light weight, great strength, and the fact that they will not rust or warp, they are especially adapted for carpenters' use.

Made in 3 lengths.

Send for further particulars.

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.

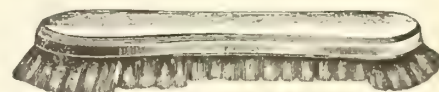


"The proof of the 'Brush' is in the using."

When you sell Meakins' Brushes you are building up future assets

Meakins' Brushes never fail to give the utmost in service. They are built to produce repeat order trade.

Meakins' Brushes are made in many styles for all purposes and their widely known serviceability is a feature of all.



MEAKINS & SONS, LIMITED, Hamilton, Ontario

Warehouses: Toronto, London, Winnipeg

Meakins Brush Co., Limited, Montreal

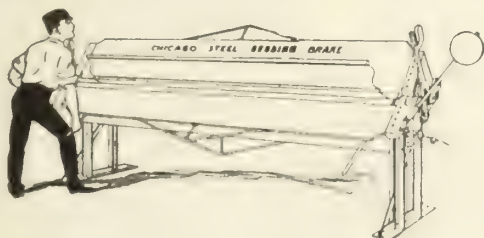
CHICAGO STEEL BENDING BRAKES

Made in all sizes

Give You

Economy plus Efficiency

THE STEEL STRAIGHT EDGE



Thousands of the best equipped shops are proving the advantage of this machine, designed and built by men who know the requirements of the sheet metal workers.

The Steel Bending Brake Works
Chatham, Ontario LIMITED



Using the Hand Trap for Field Practice

TRAPSHOOTING

Puts Action into Idle Guns

THIS fascinating, popular, all-season sport is a trade-maker for dealers. The introduction into the sport of the DU PONT HANDTRAP opens a wider field and creates a larger demand for shells and other sportsmen's supplies.

Trapshooting with the Hand Trap for target throwing is a country-wide, year-round sport, and puts action into idle guns.

Canadian Trade
Supplied by the

**Dominion Cartridge
Company, Montreal**

For Gun Club Organization Helps
write to

**E. I. du Pont de Nemours
& Company**
Wilmington, Del., U.S.A.

THE HAND TRAP
IS A YEAR-ROUND
IMPLEMENT.





Well Wishes to Canadian Hardware Readers

That which makes for happiness during the year is the attitude of a man's mind towards his environment and his fellow men.

Prosperity in business and health in body are not without their influence in determining the attitude of mind.

But they are not the sole factors. If they were every man enjoying prosperity and health would be at all times happy. But all men thus blessed are not happy.

In the final analysis that which keeps a man on the high-way of happiness is the way he sets his mind to meet the difficulties and perplexities of life.

*"One ship drives east, and another drives west,
With the self-same winds that blow;
'Tis the set of sails and not the gales
Which tells us the way they go."*



May the sails of the minds of CANADIAN HARDWARE JOURNAL readers be so set that whether the winds blow favorably or unfavorably they may experience a Happy and Prosperous New Year.

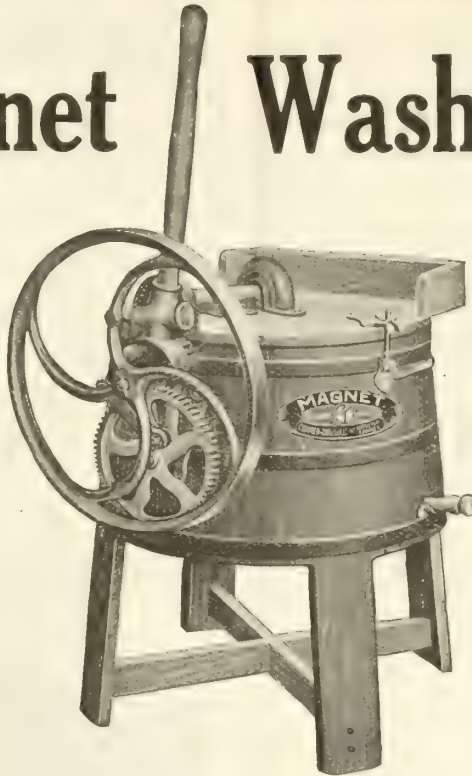
The Magnet Washer

Two Styles
Hand and Power

The MAGNET hand machine is a marvel for easy running and is most convenient to operate.

Lever can be changed from vertical to horizontal in a second which permits the operator to sit while doing the work.

The smooth running mechanism is attached to side of tub (instead of cover), is safeguarded and very powerful.



Hand Model

The MAGNET power machine is provided with a flat rim fly wheel and can be belted to either gas, gasoline, steam engine, windmill or electric motor power without any change to gearing.

Cover can be lifted without removing belt or even stopping power.

Made by

Cummer-Dowswell Limited, Hamilton, Can.

*The Well Known
Clothes Wringer
Makers*

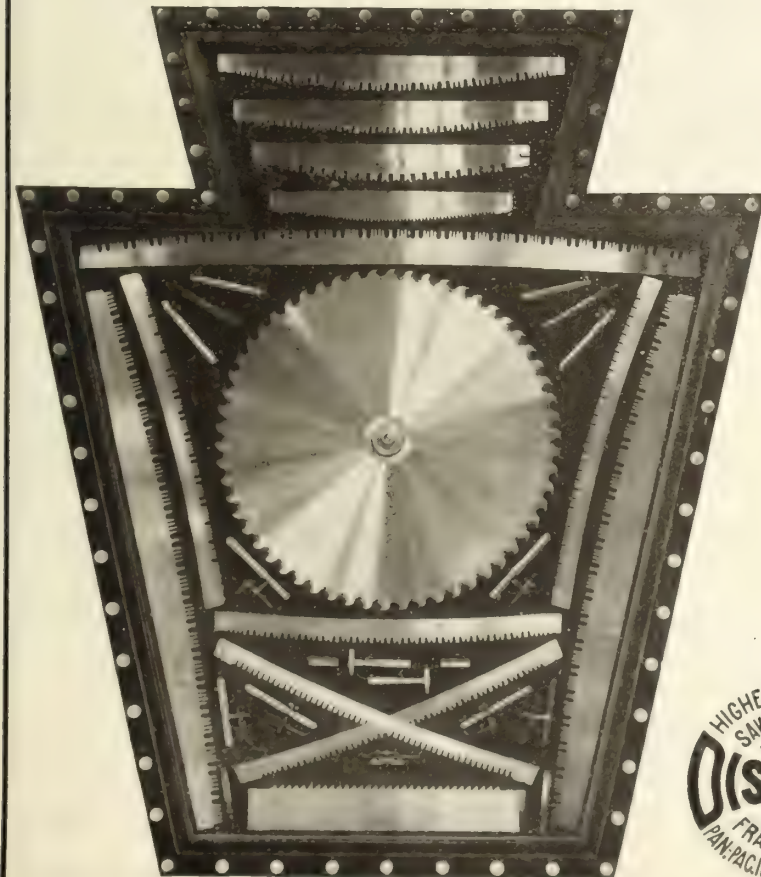
Keystone No. 4

Disston Exhibit

*Panama-Pacific
International Exposition*

Highest Award

SAWS TOOLS FILES



**Henry Disston & Sons
Limited**

2-20 Fraser Ave., Toronto, Ont.

The Laidlaw Bale-Tie Co.

HAMILTON, ONT.

Limited

Geo. W. Laidlaw
Vancouver, B.C.Harry F. Moulden
Winnipeg, Man.

H. E. O. Bull, Montreal

A. T. Diggins, Stair Bldg., Toronto

Manufacturers of

WIRE NAILS

HAY BALE-TIES, STAPLES
ETC.

Buy early—prices are advancing and mills are busy.

Wayne

Galvanized Steel Tanks

Withstand Winter's Blasts

Constructed of extra serviceable galvanized steel, all seams made watertight by heavy pneumatic riveting metal to metal, freezing weather does not affect **WAYNE TANKS**.

Both square and round styles in all sizes for stock watering, cistern use, etc.

You'll obtain more prestige and profit by stocking the "Wayne" make.

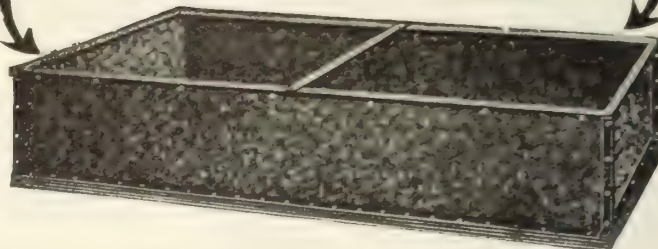
Write For Our Illustrated Booklet

Wayne Oil Tank & Pump Co.

Limited

Woodstock

Ontario



ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service.

Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same. Send for illustrated catalogue, it will interest you.

CAMERON AND CAMPBELL, TORONTO

Hardware Window Dressing

Sent post paid for \$2.50

The recognized authority on window displays in hardware stores. Every merchant and clerk should have a copy. :: Well bound in cloth.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

"STORE MANAGEMENT COMPLETE"

272 Pages *ONLY ONE DOLLAR* 13 Chapters

Tells all about the management of a Store, so that not only the greatest sales but the largest profit may be realized.—BY FRANK FARRINGTON.

COMMERCIAL PRESS, Ltd., 32 Colborne St., Toronto

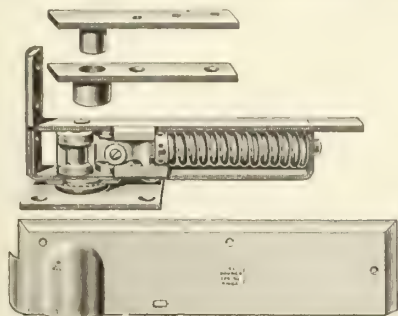
BOMMER

Floor Surface Spring Hinge

Release and Holdback Features
Ball Bearing—Alignment Device

Every moving part of this hinge can be oiled from a single hole on outside of side-plate

Suitable for both double-acting and single-acting doors



This is the most durable hinge of its type. It holds the door open when swung to 90 degrees. The spring-action can also be entirely released as long as desired so that the door will swing free, without spring-action in either direction, by inserting a wire nail (when the door is open) into a hole provided in the side plates for that purpose. The spring-action can be restored by withdrawing the nail.

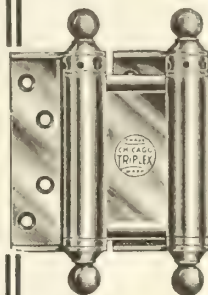
Bommer Bros., Manufacturers, Brooklyn, N.Y.

Canadian Representative, Alex. Thurber, 290 St. Paul St. W., Montreal

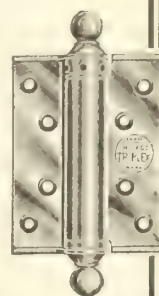
TRADE
CHICAGO
MARK

SPRING HINGES REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.



This article has a reputation and selling force which commands the trade, and your stock should be complete.

Chicago Spring Butt Company.

CHICAGO



NEW YORK

Send for Catalogue S29

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
**INTERNATIONAL
Expositions**



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.

MOTORING

The Pioneer Paper in the
Automobile Field in Canada

¶ A monthly magazine of
real interest and value to
every motorist in Canada.


¶ We have made this journal the most practical automobile paper in Canada. It is an authority on the subjects of vital interest to all motor car owners and users.

¶ The big editorial features each month are striking and timely and the claim is easily substantiated that it is more virile now than at any period of its long record of progress and achievement.

¶ If you have a pleasure or a delivery car you should be a subscriber to this paper.

The Commercial Press, Limited

32 Colborne Street, Toronto



People Prefer to Buy the Product of a Manufacturer with whose Goods they are Familiar——

The consistent manner in which Goodyear products have been advertised to the public, coupled with the high standard of quality maintained in the goods themselves, has resulted in the public having confidence in any article bearing the name

GOOD YEAR
MADE IN CANADA

It goes without saying that ceaseless vigilance is exercised to prevent that confidence being abused.

A display of "GOODYEAR" GARDEN HOSE next Spring will make your hose sales come faster and easier.

THE GOODYEAR TIRE & RUBBER CO. OF CANADA
LIMITED

Head Office: Toronto, Ont.

Factory: Bowmanville, Ont.

*Branches: Vancouver, Calgary, Edmonton, Regina, Winnipeg, Hamilton, Toronto,
Ottawa, Montreal, St. John, N.B.*

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS' ASSOCIATION

CANADIAN HARDWARE JOURNAL

D. O. MCKINNON
PRESIDENT AND
GENERAL MANAGER

W. L. EDMONDS
VICE-PRESIDENT AND
CONTRIBUTING EDITOR

JAMES O'HAGAN
WM. J. BRYANS
EDITORS

PUBLISHED THE FIRST WEEK OF EACH MONTH BY

The Commercial Press, Limited

32 Colborne Street, Toronto

(Next King Edward Hotel)

GEO. H. HONSBERGER
ADVERTISING MANAGER

R. C. HOWSON
704 UNITY BUILDING
MONTREAL

C. G. BRANDT
CIRCULATION MANAGER

E. J. MACINTYRE
ROOM 1413
GREAT NORTHERN BLDG.
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME EIGHT

TORONTO, JANUARY, 1916

NUMBER ONE

The Pulling Power of Good Window Displays

*Dealers in small places should be alive to the realization of what windows can do
—How big company values window displays—Every passer-by a possible customer*

By J. W. C.

This is a straight talk to retailers in towns and villages, though much of the matter herein set down applies with almost the same force to many city merchants. Time and again the fact has been forced upon the attention of the writer, both by observation and conversation, that the average merchant in such places is not alive to the realization of what his windows might mean to him, provided they were used intelligently.

No keen business man disputes the fact that careful window dressing "pulls" new custom into the store, and is often instrumental in holding the old. When a man is ready to argue on this point, he is standing in his own light. Why does such an immense retail concern as the United Cigar Stores Company pay men to stand at different business corners in large cities with automatic counting machines, to keep tally of the number of men passing that corner within certain hours? The answer is obvious. Simply to see how many possible customers would be within the scope of appeal of a strong window display, backed by A1 service at that point. But the show window is counted on to turn possibilities into actualities, hence it must have the material to work on.

The Possible Field

Now, it is not necessary to be on a city street to realize on the possibilities of good window displays. Did you ever try to estimate, no matter how roughly, the number of people passing your door in a week? A little offhand calculation would be surprising. This is especially the case when one considers market days, Saturdays, and other occasions when the farmers and their families are wont to flock into town. Human nature is the same the world over.

Every man, woman and child that passes your store front daily is a possible customer. That is beyond dispute. Perhaps many of them are actual customers. If so, do you reason that they can always be suited by

you, that they know your stock without any such frills, that you hold them because of personal reasons, and so on? Well, perhaps. But you can count on these facts operating in your favor, just so long as all your competitors look on things from the same standpoint as yourself. The minute some one of them suddenly comes alive to the opportunities he has been missing, and starts in to make up for lost time by employing modern methods, the human nature in your supposedly steadfast circle of customers will begin to assert itself, and your trade will be cut in upon here, there, and elsewhere.

This explains the reason why the mail order houses have made big inroads upon the country trade. There is altogether too much of a tendency to "let things slide" among retail merchants to-day—that is generally at the root of the "dull business" trouble.

WINDOW SUGGESTION OF WINTER SPORTS

A timely "before-season's" window of winter sporting goods was recently put in the Mills' Hardware Co.'s Barton Street store, at Hamilton. The floor of the front of the window was given a snowy effect by the use of cotton batting sprinkled with silver frost. Two elevated platforms at the back were filled with boots, hockey pucks, shin guards, etc., and standing up in front of each platform's edge were skates of all sizes and patterns.

A large placard at the back told of the merits of the Starr skates "made in Canada," and an announcement card in the window front told of the opening of the local rink (where there is artificial ice) and invited those interested to "get ready for the opening on October 23."

It was a timely hint, and the idea gives a suggestion to dealers in other parts of the country to get ready for the skating and hockey season in their own towns.



Suggested background for trimming hardware windows with winter sporting goods and household needs.

Detailed Plans for a Good Store Front

Store Front Big Factor in Sales

THE value of a good store front is acknowledged by every dealer. A front that stands out prominently and that shows goods up to advantage is certainly a valuable factor in attracting the attention of customers and inducing sales. You will frequently find two stores of similar size, one of which is forging decidedly ahead of the other, and all because it has an attractive front that allows good display.

Store Front Plans Ready for the Builder

Money spent in improving the store front is generally found a good investment in the greater amount of business which it brings to the store. On the opposite page we reproduce a detailed plan of a well arranged store front that will be found of value by the dealer who is contemplating the alteration of the front of his store. It is most complete, with sectional details, so that a builder could take the plan and have a thorough guide to his work. Therefore, if a dealer decided that this front suited his fancy and requirements, it would do away with the necessity and cost of having plans especially prepared.

The plan shown here is worked out for a store 25 feet wide, the front of the window 15 feet wide, and the depth of same 4 feet 6 inches. The door is 3 feet 6 inches wide.

A Good Time to Build

The present is a good time for merchants to build or make alterations to present premises. Labor is available at favorable rates and building materials are lower in price than for several years. If you have any work of this nature to be done, now is the time to do it. You will not only get it done cheaper than at ordinary times, but you will also be assisting in the good work of giving employment to those who need it badly at the present time.

GOOD RESULTS FROM WINDOW SALE

The C. W. Sherwood Co., Ltd., of Regina, Sask., have had a good deal of success with a "Window Sale" which they have been conducting once a month. They advertise it in the local paper, but do not advertise any

prices in the paper, although price tickets are placed on the goods in the window. The idea is to get people to give attention to their windows and to visit the store. Each window is numbered, and in advertising the goods in the paper the number of the window in which they will be found is given.

In featuring the event in their store news recently they said: "Our once-a-month window sale is becoming more popular each month. These goods are always in the window two days before the sale, the first day without the price, and the day before with a price ticket showing what they will be sold for. You should come and see the window as soon as you read this paper, and visit the department, and examine the goods that are offered. Every one is a value most unusual, and on sale only window day."

DISPLAY OF ADVERTISED GOODS

A window display made up of a not too large variety of goods that are being advertised in the current magazines might be a good idea.

Then you might do a little stunt of pasting on the window to call special attention to the idea. In other words, clip from a magazine an advertisement of each article on display. Paste this on the window at a reasonable height so that it can be read easily by anyone who wishes to give it close attention. Then run a narrow ribbon from each advertisement to the same article displayed in the window. A few placards will help the thing along.

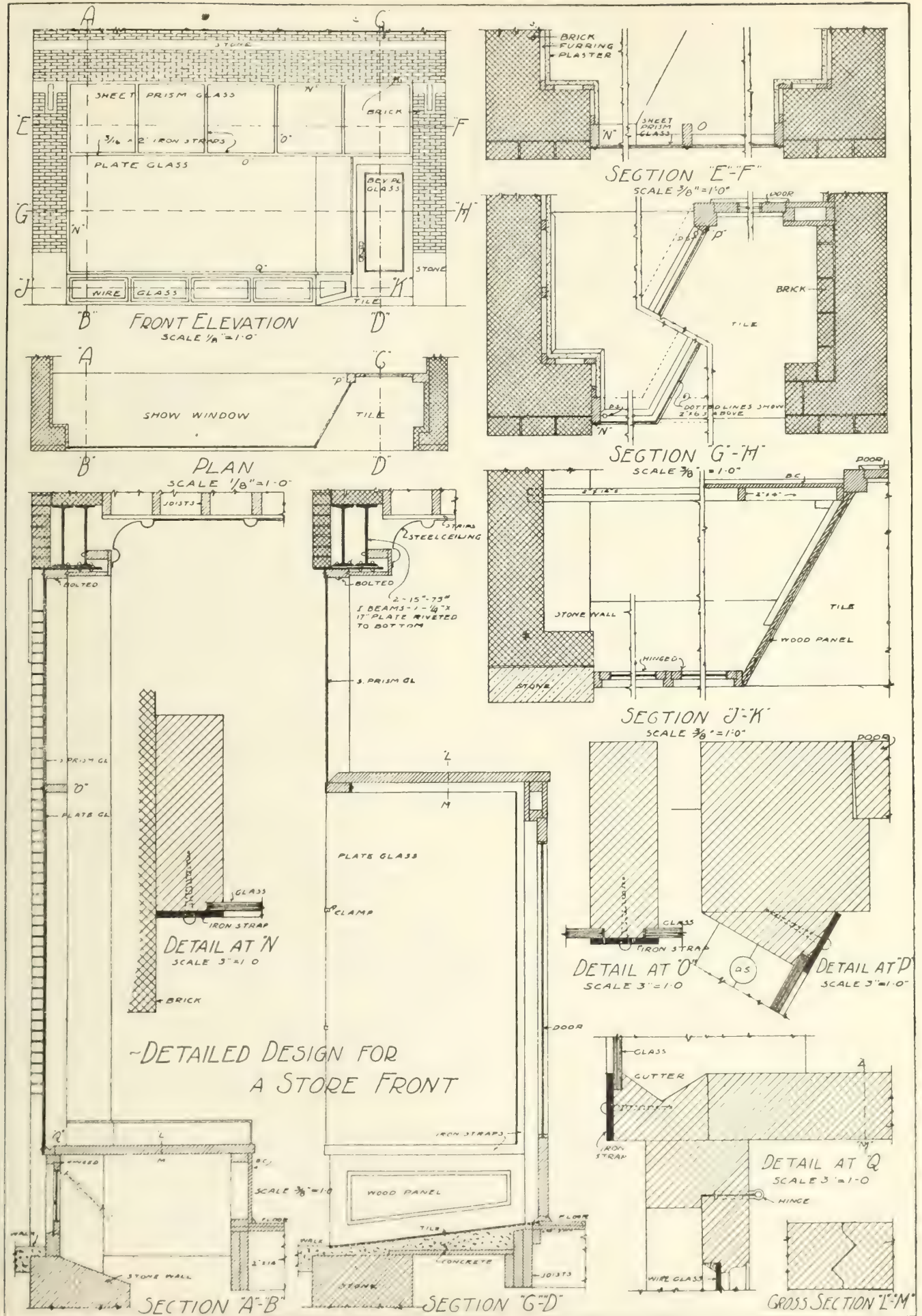
WINDOW ADVERTISING

Elaborate decorations are valuable as a means of publicity, but the real worth of a window should be judged by its direct or indirect sales. Put the show windows on a dollar and cents basis and make them pay a profit every month of the year.

SOME SIMPLE RULES FOR WINDOW DRESSING

Window advertising is not a complicated science that requires a knowledge of psychology. The same simple, common-sense rules that apply to advertising and selling should be used in the show window.

To force the public to stop, look, like and learn are the four simple steps that lead to a show window sale.



Why Not Push Canadian-Made Vacuum Cleaners

By W. L. Edmonds

IN a report recently submitted by him to his Government at Washington, the United States consul at Kingston, Ont., says that a noticeable feature of the window displays in the stores of local dealers is the prominence given to vacuum cleaners of American make. "There are, to-day," he continues, "a dozen or more business houses selling them, besides several persons acting as individual agents. The outlook for this class of goods is encouraging. The demand is mostly for a moderate-priced, hand-operated machine retailing for \$12 to \$15, but there is a sale for more expensive ones also."

It is naturally gratifying to see dealers paying so much attention to vacuum cleaners. Not only are vacuum cleaners a profitable line to handle, but they lead to business in other lines.

But why feature American lines?

There is certainly no imperative necessity of doing so. True, as a general thing, vacuum cleaners in all their parts are not being made in Canada. Some manufacturers are making all the parts and importing, for example, the motors. Other manufacturers are either importing all or the greater part of the sections constituting the machines and assembling them here. At least one manufacturer is turning out a vacuum cleaner which in every part, even including the motor, is of Canadian make. While still another is making some of his cleaners wholly of home-made materials. Only within the last few months one American concern has started an assembling factory here with the intention of eventually manufacturing the parts as well in this country.

It is not so long since all vacuum cleaners sold in Canada were imported in their complete form, none being even assembled here. But their use has increased at such a rate in Canada during the past few years that manufacturers have been warranted in either making or assembling them in this country.

As the population of the country grows, and the use of vacuum cleaners increases, their manufacture in Canadian factories, in whole as well as in part, will naturally become more general.

From a national standpoint this is a consummation much to be desired.

To the hastening of this consummation the retailer can do a great deal.

He is the salesman in the last resort and his attitude toward the Canadian-made article will largely determine the extent to which the industry will develop.

If he devotes his windows to displaying vacuum cleaners which are either assembled or made entirely in Canada, and in his advertisements he gives them additional publicity, he is assisting in the development of the home industry.

And it is to his own interest to do so. True, he may make as much money in pushing the imported article as he does that produced by the home factories. He may possibly make more money.

But there is a broader issue at stake. And that is the development of national industry.

Every time a retailer, through his powers of salesmanship, induces a customer to buy an article of home production in preference to that imported, he is doing that which tends to multiply national labor. And that in turn tends to multiply customers for the retailer.

It is for this reason that, in the final analysis, it pays the retailer to give the home-made article the preference in his selling campaign.

Hardware Clearing Sales for January

Pushing out holiday left-overs—Creating a 5-10-15 cent department—Methods that should help

By W. L. EDMONDS

WITH the turn of the year the thoughts of the average hardwareman naturally turn to the consideration of ways and means whereby his shelves may be relieved of surplus stocks of merchandise.

Even if he has had a good Fall and Christmas trade, he has always on hand certain lines that it is advisable he should sell as soon as possible.

it then instead of now, simply because it has in the meantime eaten up a certain percentage of interest. There can be no doubt upon this point.

The quicker the turnover the better the profit.

There is a three-fold reason why, at the beginning of the year, the dealer should reduce his stock to as low a point as possible, and particularly that part of it that is known as "dead" or "leftovers."

The first is that already pointed out, namely, in order that its profit-eating proclivities may be stopped. The second is that stocktaking may be made an easier task, and the third is that the dealer may be able to make a better financial showing as a result of the year's business.

As a preliminary move a thorough investigation of the stock should be made, and the slow-selling, dead and leftover goods rooted out. This done, a plan of campaign should be decided upon.

In clearing sales of this kind bargain tables always work well. One table should be set apart for odds and

Specials For

Monday, Tuesday, Wednesday, Thursday, Friday
and Saturday—Every day in the week.

SNOW SHOVELS		TEAM BELLS	
Reg. 25c now	15c each	Reg. 20c now	9c each
33c now	23c	40c now	19c
45c now	32c	50c now	24c

COAL SCUTTLES OR HODS

Japanned open-mouth regular 25c now	18c each
closed " " 45c now	33c each
Galvanized open " 45c now	33c each

Get one of our PERFECTION Family Scales
Weights up to 25 lbs., for Household use regular \$2 now \$1.10

A few pair of SKATES and a few HOCKEY STICKS
still to clear at BARGAIN PRICES

Our "WHITE DOVE" Washers are making many friends. Let us send you one on approval—talk is cheap—so what's the use of us telling you what they do? Just try one out for yourself and be convinced that our machine at \$10 is **The Best Machine Made To-Day**—regardless of price.

Of Interest to Poultry Raisers

We have ordered a full line of Poultry Supplies, including INCUBATORS, BROODERS, FEED HOPPERS, DRINKING FOUNTAINS—and the famous BOSTON DRY FEED HOPPER. Watch for our display of these goods. You know where.

"The Home of Hardware Bargains"

LANDER'S OLD STAND

GLENN A. HENRY & CO.

Hardware Merchants Phone 7 King St. W.

One dealer's method of disposing of seasonable goods.

Some may be what is termed dead stock; others residues of lines which have sold well.

The most successful men in business are those which never allow slow-selling and dead stock to accumulate, knowing that every passing day on which it remains unsold it as a rule depreciates in value.

If on every day that an unsold article lay upon the shelf its selling price could be increased the case would be different. But, unfortunately, it is only when exceptionally favorable market conditions obtain that this is so.

Such steel products as nails are, for instance, in this position, provided of course the dealer bases his selling price on the figure he would have to pay to-day if he went upon the market to replenish his stock. But it is altogether likely that there are a great many dealers throughout the country who are basing their present selling price on the costs obtaining when the market quotations are lower than they are to-day.

Even should the selling price of an article be the same to-day as it was six months ago it does not net the dealer the same profit as it would have done had he sold

Fraser Hardware Co.'s

SALE OF ODD LINES

We must get the buying public acquainted with our new Second Floor Addition—at the same time we are clearing odd lines on the Main Floor. Everything in Kitchenware and Fireplace Fixtures Departments Second Floor reduced.

Kitchenware Dept.

Second Floor

Double Wagon reg. \$1.50 for \$1.15
and Double Wagon reg. \$1.15 for \$1.00
\$1.10 Royal Canadian Wagon
reg. \$1.50 for \$1.15
\$1.10 Motor Washers
reg. \$1.50 for \$1.15

Pantry Brass Goods

This department offers the most artistic brass goods ever shown to the public. All prices low. All prices low.

Double Wagon reg. \$1.50 for \$1.15
and Double Wagon reg. \$1.15 for \$1.00
\$1.10 Royal Canadian Wagon
reg. \$1.50 for \$1.15
\$1.10 Motor Washers
reg. \$1.50 for \$1.15

Fireplace Fixture Dept.

Second Floor

Double Wagon reg. \$1.50 for \$1.15
and Double Wagon reg. \$1.15 for \$1.00
\$1.10 Royal Canadian Wagon
reg. \$1.50 for \$1.15
\$1.10 Motor Washers
reg. \$1.50 for \$1.15

Bathroom Fittings

Second Floor

Double Wagon reg. \$1.50 for \$1.15
and Double Wagon reg. \$1.15 for \$1.00
\$1.10 Royal Canadian Wagon
reg. \$1.50 for \$1.15
\$1.10 Motor Washers
reg. \$1.50 for \$1.15

FRASER HARDWARE CO.

PHONES SEYMOUR 4313 AND 556 651 GRANVILLE STREET

How Pacific Coast dealer advertised his left-overs.

ends which can be sold at 5, 10, 15 or 25 cents. Others might be devoted to individual lines, such, for example, as graniteware, cutlery, tools, and so forth.

Price tickets should be used in every instance.

That liberal use should be made of the store window goes without saying. But do not crowd the window. A crowded window is as a rule a muddled window. The display which best sells goods is that which the passer-by can take in at a glance, and which will arrest his attention. A study of the best of window displays will convince one of this.

If wide publicity, however, is to be given a clearing

sale, the greatest of all factors to secure the desired end is newspaper advertising. It is also, as a rule, the cheapest. Circulars and dodgers have some value, but they should be only supplementary. Every copy of a newspaper carrying an advertisement is, as a rule, read by more than one person. Circulars and dodgers many people will not read at all, throwing them into the wastepaper basket the moment they receive them. Of course, a circular or folder that is elaborately and artistically prepared receives more attention, but a cir-

lected. It is surprising the effect a neat and clean store has on the trade. Some merchants make it their duty to always have the store in tip top shape, and in this way they increase their business.

Merchants are awakening to the importance of having the store kept clean and are now making such favorable impressions on their trade that it is but a short time hence when all merchants will be compelled to fall in line or vacate for the more progressive, who are always aware of the fact that cleanliness creates a very good impression among the trade.

The T. I. THOMSON, Limited

Our Monster Graniteware Sale is now in full swing. Hundreds of people are taking advantage of the splendid sale. Why not? It is like buying dollar bills at 25 cents. To make your time still more profitable while shopping, we are offering over \$1000.00 worth of Graniteware which we purchased at a low rate on the 5 which enables us to give startling reductions in prices. We are putting on a

SPECIAL SALE OF GRANITEWARE

Look over these prices. Come and see the Great Bargains.

TEA POTS Graniteware Tea Pot, 4 Qt. 1.00 Graniteware Tea Pot, 6 Qt. 1.50 Graniteware Tea Pot, 8 Qt. 2.00	WARM BAKERS Graniteware Warm Baker, 10" 1.00 Graniteware Warm Baker, 12" 1.50	SLIP PANS Graniteware Slip Pan, 10" 1.00 Graniteware Slip Pan, 12" 1.50	PLATTERS Graniteware Platter, 10" 1.00 Graniteware Platter, 12" 1.50	SAUCE PANS Graniteware Sauce Pan, 10" 1.00 Graniteware Sauce Pan, 12" 1.50	CUPS Graniteware Cup, 1.00
STOVE POTS Graniteware Stove Pot, 10" 1.00 Graniteware Stove Pot, 12" 1.50	PREHEATING KETTLES Graniteware Preheating Kettle, 10" 1.00 Graniteware Preheating Kettle, 12" 1.50	POTATO POTS Graniteware Potato Pot, 10" 1.00 Graniteware Potato Pot, 12" 1.50	MUGS Graniteware Mug, 1.00	TEA KETTLES Graniteware Tea Kettle, 10" 1.00 Graniteware Tea Kettle, 12" 1.50	COFFEE POTS Graniteware Coffee Pot, 10" 1.00 Graniteware Coffee Pot, 12" 1.50
WINE & BOOZERS Graniteware Wine & Boozers, 10" 1.00 Graniteware Wine & Boozers, 12" 1.50	COFFERS Graniteware Coffer, 10" 1.00 Graniteware Coffer, 12" 1.50	GRILL PANS Graniteware Grill Pan, 10" 1.00 Graniteware Grill Pan, 12" 1.50	PIV PLATES Graniteware Piv Plate, 1.00	BASTING SPONGES Graniteware Basting Sponge, 1.00	COPPER BOLERS Graniteware Copper Boler, 1.00

There are only a few of the articles you will find in our Monster Granite Sale. Call and look over what we have. You'll never regret it.

T. I. THOMSON, Limited, - Hardware
Sign of the Golden Cross Cut Saw
OWEN SOUND
938 Second Ave. East

Owen Sound dealers' newspaper advertising to open up kitchenwares.

cular or folder of this description costs a great deal of money, and more than the average retailer would be warranted in spending.

No retailer need fear his ability to prepare copy that will make a good advertisement. An advertisement in its final analysis is merely news about the goods which the merchant seeks to sell. All that is demanded in the preparation of advertising copy is a plain statement of fact. Dealers with much experience can, of course, do this better than those who are without it. But inexperience is no reason for not venturing into the advertising field. It is only an excuse, and a poor one at that. He who has the will can always find the way.

Accompanying this article are reproductions of hardware advertising which might serve as a basis for dealers in the preparation of their copy for clearing sale announcements.

PENNIES BUILT INTO DOLLARS

The oftener you can turn over your capital, even at a small profit, the greater will be the returns. Small profits have founded many large fortunes. The founder of the "57 varieties" commenced with the sale of horse-radish on a small scale, prepared in his mother's kitchen. The tallest office building in the world was erected from the profits of 5 and 10-cent sales. One hundred pennies have the same purchasing power as a dollar bill. And so, every time you can turn a dollar over in such a way that even a few pennies will be attracted through this revolution, you will be adding to your commercial stability.

SHOULD CREATE GOOD IMPRESSIONS

No man in the retail business can be too careful about the impressions he creates. These are ways in which he can increase his business and ought not to be neg-

PROFIT IN WASTE

A firm which received large quantities of goods in wooden crates and boxes, found it profitable to have these broken up by a laborer, stacked in their backyard and sold to a kindling wood dealer. Another firm discovered that their store shelving only extended about three-fourths of the way to the ceiling—just high enough so that a clerk standing on the lower shelf could reach to the upper one. The installation of store ladders allowed them to extend their shelving straight up to the ceiling, thus utilizing a waste space, bringing stock that was usually kept in the storeroom within quick reach of their sales force.

FROST ON SHOW WINDOWS

Windows should be kept as clean in winter as during other seasons, although this is often neglected by many sporting goods dealers. The neglect is probably due to the fact that they do not take pains to display their goods, on the assumption, perhaps, that cold weather works against the passer-by stopping sufficiently long to notice what may be seen. Much good can accrue from seasonable displays in the coldest months and, this being so, the dealer should not permit his windows to become thickly frost-covered. Steam pipes run along the sills on the inside will eliminate nearly all danger, provided there is an even temperature ranging



Suggestion for New Year's window display of electrical goods.

from 70 to 80 degrees above zero. What additional expense there may be attached in installing the pipes is strikingly small in comparison with the greater amount of attention which will be directed toward the place by well-appointed displays, changed as often as occasion requires.

How the Other Hardware Fellow Does It

*Little Methods that have made for Sales—
Advice to dealers—Quality not cut price counts*

One hardware merchant saves all smooth packing-case boards suitable for use as fence signs, on which he paints, during rainy days when business is slack, a good strong background with bright orange paint and with black paint letters various phrases suitable for fence signs. When a number are ready one of his clerks goes out into the country and puts them up.

A keen hardware merchant uses a secret signal system in his store. For instance: When a new or young clerk



Splendid shelf arrangement of kitchen and household goods.

isn't able to sell a customer, instead of awkwardly intruding himself or sending another clerk openly to the rescue of the prospective order, he turns to a certain clerk and gives the secret signal phrase, which may be a question, such as, "Where is Bob?" The clerk may say, "Bob is downstairs," and knowing it is his cue to help out, soon comes to the rescue, and the unsuccessful clerk withdraws.

One merchant has a bulletin board near the clerks' lockers in the basement of his store on which he posts all general instructions to his clerks. They must read the instructions and sign underneath. This makes the clerk "think twice" before giving the excuse that he didn't know, because he knows the merchant has his signature for it that he did know.

The tendency to make wagons and automobile trucks not only advertise the store and the merchant's business, but a few of the leading nationally advertised specialties which the merchant sells, is a practice which is growing more and more common. A hardware firm in Martinsburg, W. Va., have worked out this idea. Especially have they made the proposition forceful in the case of paints by painting the wagon itself.

A valuable assistant in selling paint was worked out by a keen paint dealer who has a post card rack similar to that used in novelty and drug stores to display post cards. On this he shows a post card photograph of every house painted with his paint with pieces from manufacturers' color chips pasted on to show the color of the house and trim. An explanatory sign

above the rack makes everything clear to those who come into the store.

THE DEALER VERSUS THE CONSUMER.

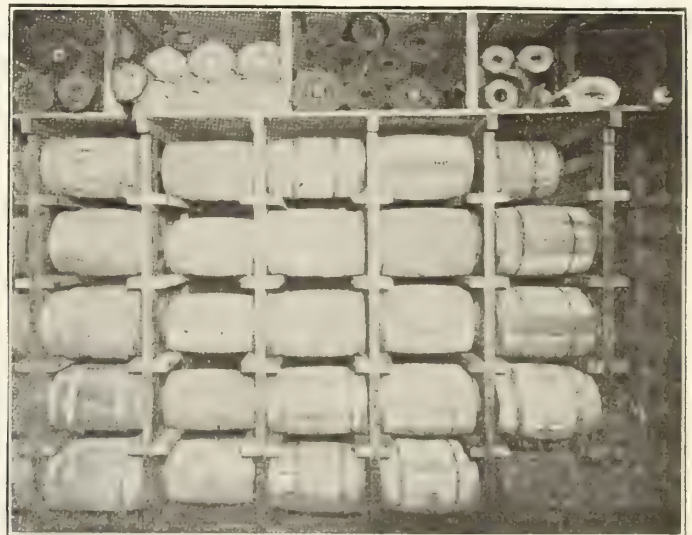
When the dealer gets the right conception of things he usually succeeds, and one of the principal facts which guides him is that his store is your servant. In other words, the one who calmly sits down and thinks the public is his servant usually is the man who is running in a rut and doing poorly.

The dealer is not a producer of merchandise, yet he is a creator of values. He by wise judgment carefully selects goods that are adapted for his trade. Why? Because he is a servant of the public and desires to have on hand goods which will not only find ready sale, but bring constant repeat orders.

It is an accepted fact he must use good judgment in the selection of his lines, because a good supply of an article is bought, and if it does not prove a "winner" there is dead stock at once, while the consumer has only made one purchase and condemns the brand. The consumer expects the dealer to use good judgment in buying, because, in turn, they buy on the dealer's vouching for the brand.

Some achieve even beyond expectations, while others will fall short, but in all it is for the consumer. Information is supplied from the fountain head, catalogues, color suggestions, and general helps are produced to help the consumer make proper selections.

The dealer's growth and progress depends solely



Efficient nail rack which seems to overcome a serious hardware problem. Rack handles nail kegs in half space occupied by old piling-up methods.

upon the consumer. He only has one store and cannot expand beyond a certain territory, but by the act of pleasing and the safe delivery of goods with their enjoyment develops that growth which expands within its own limits.

Following such plans will surely develop an entirely different kind of a store to the average, but to the dealer who believes himself an autocrat there is little to say, except wake up.



Head office Walkerville Hardware Co., Walkerville, Ont.

Hardware Firm that Pushed Auto Accessories Depart- ment Successfully

Five years ago the Walkerville Hardware Company started an automobile accessory business in Walkerville, Ont. Their line at that time was very small and incomplete, as evidenced by the catalogue issued at that time, and the growth of the company is well illustrated by the way in which this catalogue has changed. Each year has marked an increase and it has grown from a comparatively insignificant publication to a handsome catalogue of forty pages, which has a circulation extending all over Canada, and illustrates a very complete line of automobile accessories and parts.

The head office of the company is in Walkerville, and a retail store has been opened in Windsor.

The company is Western Ontario distributors for Goodyear tires and also run service station for the tires and for Willard storage batteries. They are also distributors for the Gearless differential, Weed tire chains, Xcell and Columbia batteries, Bell pumps, Sunbeam oil, Rayo body and Rayo metal polish (their own make), Samson electric and hand horns, Champion and Grossman spark plugs, Gemco products, Schrader and Twitchell air gauges, etc. Other companies, whose goods they handle, are the Auto Parts Mfg. Co., Stewart-Warner Speedometer Corporation, Canadian Lamp & Stamping Co., Kelsey Wheel Co., Canadian Carbon Co., Windsor Mfg. Co., and many others. In addition to the automobile business, the company also have a department devoted to marine engines and supplies.

AUTOMOBILE ACTIVITY IN MANITOBA

Consul General Frederick M. Ryder reports that Manitoba received upward of \$100,000 last year from the motor business. Licenses were issued for 8,600 automobiles and probably 500 more applications were filed. The straight license fee of \$10 would make a total of about \$90,000. In addition, licenses were granted to 1,144 chauffeurs at \$5, making a total of \$5,720. Owners of 888 motorcycles were licensed at \$2 apiece, aggregating \$1,676. These figures are significant, indicating Winnipeg's prosperity

during a year of recognized financial depression. For instance, there was a total of 7,000 automobile licenses granted in the province in 1914, showing that fully 2,000 cars were purchased by residents during 1915.

SALES INCREASING IN RURAL DISTRICTS

The close relation which exists between successful crop conditions and the sale of motor cars, especially the lower-priced cars, is borne out by the large increase of Ford sales in the rural districts during a recent month. The sales record for Ford cars in rural districts for that month showed an increase of no less than 222 per cent.

MONTREAL HARDWARE ASSN. OFFICERS

The election of officers for the ensuing year took place recently at the annual meeting of the Montreal Metal and Hardware Association, the following being chosen: President, Alex. Gibb; vice-president, T. Esmond Peck; treasurer, E. Goodwell; directors, J. H. Hanson, W. S. Leslie, A. Prud'homme and J. W. Pyke. George T. Crowley was re-elected as the representative to the council of the board of trade.



Windsor retail branch of Walkerville Hardware Co.

Business Methods as Discussed by Exchanges

READING FOR PROFIT

The dealer who reads, the dealer who observes, acquires new and profitable ideas. These ideas are the sparks from which a small nucleus may grow, or may die, according to the individual. One idea may kindle an interest in one person, and it may be passed over unnoticed by another. This depends upon the individual and the circumstances. However, the men who prosper in the ironmongery and hardware implement business are those who are always observant, looking for new and better methods; seeking for a more intelligent knowledge of their occupation, and make their business better by acting accordingly.—Irish Ironmonger, Dublin.

PAY UP WEEK

We have had "Paint Up" week, "Clean Up" week and "Dress Up" week—why not follow with a "Pay Up" week? Certainly there is sufficient cause for a "Pay Up" week. And many debtors could be persuaded to settle their accounts during that week. The paying of debts is never a one-sided affair, and a "Pay Up" week would find general observance. "If you pay me what you owe me, I can pay Jones what I owe him and Jones can pay you what he owes you," and we are all square. Why not? This is a profitable proposition for the merchants of any town to get together on. Better try it.—Merchants' Record and Show Window, Chicago.

HIGH PRICES AND HIGH QUALITY

It is not infrequently noticed that a manufacturing concern will advertise that its product commands a higher price than competing products due to the care which is exercised in manufacture, with a resulting higher quality of finished product. The idea that high price necessarily means high quality is one that has obtained a firm grip upon the minds of a large portion of the public. As a matter of fact, in many cases the reverse is true. High price can, and often does mean, an inferior grade of workmanship. The idea that high price and high quality go hand in hand is an economic fallacy.—The Metal Worker, New York.

A WORD TO THE "LATES"

A broad hint to the employees, from one of the large department stores of Boston—it may not be amiss in some hardware stores: Now that the store opens at 8.30 it seems that a few of the employees cannot get over the habit of the summer months of coming in shortly before nine o'clock. One of the most exasperating delinquencies of the employees, in the firm's eyes, is the matter of lates. It is one of the things that any employe can prevent by using a little more ambition and judgment. The occasional late, through accident or sickness at home, may be condoned—but the chronic late, never. The funny part of the whole proceedings, however, is the fact that it's the people who have been employed in the store a long length of time whose cards show excessive lates. What would you think if you owned a store and some of your clerks were

late six days out of six? Yet that is the record of some of our best-known employees. The firm has been very patient in the matter, but there is a limit to their forbearance. Take a word of advice—no matter how solid you think you are in your department, don't let your card be brought to the firm's attention for excessive lates.—Hardware Dealers' Magazine.

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night cannot long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—Printing Art.

STOCK \$20,000; ANNUAL SALES \$29,000

Something wrong with a business of that kind, isn't there?

And yet such a business actually exists in a town in one of the Northwestern states covered by this journal.

When merchants generally are striving to reduce stocks to a minimum with the idea of conserving capital and making one dollar do duty as many times a year as possible, relying upon the increased number of turns per annum as a source of profits, here is an instance where the amount invested in merchandise is almost as large as are the total annual sales.

It is interesting to note that in a general report upon the desirability of this merchant as a credit risk, the statements made are entirely along the line of "Slow pay," "Honest but rather slow," "Undesirable from a credit standpoint," etc., etc.

If ever there was presented an object lesson of what is needed in many a store, it is here. When a merchant's stock mounts to the point where it practically equals his total annual volume of business, there is need, and urgent need, of a change of method.

Were this merchant to absolutely cut off all purchases, with the exception of entirely necessary staples, and these in the smallest quantities, for a sufficient period to enable the placing of stock upon a reasonable working basis, he would find one solution of his present difficulties.

Many a merchant is doing this amount of business yearly on an average stock of around \$6,000. This merchant is making money.

But when it comes to a business of this volume on a stock of \$20,000, the profit possibilities are very small indeed.

Better buying, stock departmentizing, careful attention to collections—these are all needed badly in this business.

Money tied up in reserve stocks is money which is not working. And only when your capital is working to the limit of every dollar are you merchandising upon the basis of maximum efficiency.—Hardware Trade, Minneapolis.

Women do Large Percentage of Buying

Hints on how to get their trade

BY A WOMAN

THE women of the American continent do more spending than the women of any other nation. They are educated from childhood in the art of purchasing.

Women have become the purchasing agents of the family. By actual test among New York families it was found women buy 48.4 per cent. of all merchandise, and have an important vote in 23 per cent. more, a total of 71 per cent.

I made a test among 200 women consumers, asking them the points that actually in practice guided them in their purchases. The enquiry showed nine influences shaped their purchases: (1) Reputation of firm; (2) quality of goods; (3) economy of goods; (4) cleanliness of goods; (5) helpfulness of goods; (6) efficiency of goods; (7) durability of goods; (8) courtesy of store-keeper; (9) maker's guarantee.

Package Goods and Cost of Living.

The objection is often raised that the advertising and packing of goods is responsible for the increased cost of living. The problem is all a question of values in the consumer's mind.

Advertising is not a hypnotic command to buy, but an intelligent invitation to compare values. Much reading makes us women discriminating, so we do not buy till we are convinced. If you advertisers find it harder and harder to get us to buy your goods, you have this consolation, we are getting less fickle. Give a woman a square deal and she will stick to you.

What Women Want.

Women's want is most for the money at the least expenditure of time and effort. Intelligent women to-day standardize their purchases, and they then can purchase with minimum of time and effort. Women's search is for dependable goods. Where there is dependability, the problem of the consumer is simplified. The manufacturer's trade-mark offers the maximum guarantee. The trade mark involves (1) quality, (2) name, (3) price, (4) size and weight, (5) place of manufacture.

The trade mark is a guard against inferiority as well as a guide to excellence. Advertising alone will not sell me anything. The goods must have merit. Every time I read a misleading advertisement I think much less of all other advertisements.

Price-cutting a Fallacy.

If advertising is to be successful, you must cut out juggling with prices. Cut prices defeat the whole purpose of honest advertising.

Some advertisers commit the great sin of not studying the consumer and her needs. Advertising should be adjusted to the feminine viewpoint. Who will sell a woman a kitchen sink or laundry tub that will not break her back?

Women want better merchandise, manufactured under the highest sanitation for the product itself and the worker who makes it. Women are getting over the belief they can get something for nothing. Do not talk as if I were a wax doll, and would swallow anything you tell me. Woman is a born shopper. Don't talk to her as a child.

Don't issue advertising pictures of a woman painting pantry shelves in a tango frock or operating a washing machine in a business suit. That is the wrong feminine psychology when you show an article operated by a prettier woman than I am. Women want to know how things operate. It is the middle-aged woman who has skimmed and saved to send her two boys to college who wants a washing machine. Advertise it with a picture of a gentleman in a dress suit operating it with a smile and she'll buy it.

Study woman's wants scientifically, give her honesty and service, and she will make you rich.

PRACTICAL HINTS FOR THE CLERK

By The Boss

Clerks who are looking for decorations to brighten up the store will find flowers and foliage useful.

* * *

Reduce needless work by having the goods called for frequently in a convenient position.

* * *

Put some sort of show card on your display, no matter how clumsily it may be made, but, for goodness' sake, if you can't make show cards, start in now and learn.

* * *

Talent in display, like talent in most other things, is largely a matter of having the patience to study and work hard. There is not a "big" display man to-day who has not worked mighty hard to get to the top.

* * *

A special effort should be made to attend promptly to deliveries of goods ordered by 'phone or letter. Any store needs all of this sort of business that can be had, and there is no better way to encourage such orders than by making prompt deliveries.

* * *

In sweeping the floor, draw the broom along—don't shoot it forward, raising clouds of dust.

HANDY DISPLAY TABLES

The tendency toward constant improvement in store equipment is shown in the changes being made in aisle tables, making of these tables highly specialized selling devices which can be adapted for the holding and display of practically all lines of merchandise.

These emergency tables are always ready for the unexpected sale or for special displays of merchandise newly arrived, or for the clearance of old goods.

These tables come in uniform construction with various bins and shelves, so that the salesman can very quickly arrange the top for the holding of many lines of small items. The divided top may be left off entirely for the display of large goods, or an adjustable shelf may be added, thus affording the temporary advantage of a two-decked table. This feature of the newer tables makes them capable of utilizing a great amount of space for sales purposes.

For small items in hardware, the divided top makes a very convenient arrangement, making it possible to display many different articles yet retaining the line of demarcation between the various items.

Any store, be it large or small, can use this type of aisle or display table to advantage during practically every business day of the year. The more merchandise a store displays, the greater will be the sales of that store. These tables are a big help in solving the display problem.—Hardware Trade.

The Sales Methods of the Barton-Netting Co., Windsor

The systems adopted by a firm usually show the stage of progressiveness. Herewith are given a number of excellent methods which have resulted in an enlargement of sales

BY ROBERT E. ZANNOTH

BE he what he may—a manufacturer, a merchant, a mechanic, a preacher, a doctor or a lawyer—in a greater or a lesser degree, every man is a salesman. The manufacturer must endeavor to sell the article he makes, the merchant his wares, the mechanic, the preacher, the doctor and the lawyer, the services they are capable of rendering.

The success of any man, therefore, depends upon how perfect a salesman he is. Of what benefit would Thos. A. Edison's many inventions have been to the world had not sufficient salesmanship been exercised to market the same, and perhaps only Mr. Edison could tell of the struggles he had to do so before the world had confidence in him and knew him to be the greatest inventor of all times.

The secret of true salesmanship in a man is the power to make profitable, but also permanent, patrons. I wish to emphasize the word "Permanent." Almost any man can effect a sale, either of his goods or his services, but if the article sold or the services rendered do not give his patron satisfaction, the patron will refuse to purchase more of such goods or will discharge the employe or will not return to the doctor or lawyer. Therefore, in spite of the fact that he had effected a sale, he neglected the most important and necessary thing for the success of his business or his own career by neglecting to make his patron a permanent one. This is a great thought, and if every man would grasp it in its broadest sense this world would be a better world.

Permanent patrons are an absolute necessity and such patrons are of only one kind and that is the satisfied kind. Their wagging tongues are your best advertising. You can spend thousands of dollars in advertising campaigns, in newspapers and otherwise, and every statement you make therein is subject to discount

by the reader thereof, but the advertising you get from your satisfied customers is not discountable, and I contend, therefore, that it is the very best kind of an advertisement to absolutely satisfy your customers, even if you lose money on that particular sale.

Barton-Netting Co. Make Practice of Refunding Money

In our own business we have long ago adopted this policy. Should a customer return an article to us with which he is not satisfied, we absolutely do not argue with him. We ask if he wishes anything else or his money back, and we cheerfully do either. Occasionally someone takes advantage of us, but I have made note of such cases and in every instance we benefited thereby. He may leave the store and think, "Well, that's the time I put one over on those folks, but, say! they're quite decent about it," and when he meets a friend his little "talking instrument" gets busy at once and he and his friend will come again when they need something in our line.

This is the age of the survival of the fittest, and there is before us a truth that we cannot get away from, namely, "He who serves best, profits most," and as this is a natural law it always holds good. The merchant in your block who serves his customers best gets the most trade and the man who serves his employer best is the man who advances most rapidly, not the man who merely thinks he does, but the man who actually does. Good service on the part of any institution or salesman is impossible without ability and ability is impossible without knowledge. Therefore, it behooves a salesman to get busy and learn everything he possibly can about the goods he sells. He should be able to reveal new points and characteristics of the goods to his customer and interest him so thoroughly in the course of his

Showrooms of the Barton-Netting Co., 9 & 11 Pitt St., East, Windsor, Ont. On display is a wide range of lights suitable for all rooms and various special positions.



selling talk that the customer gradually feels a keen desire to own that article. When the customer is in such state of mind it is only a matter of detail to write the order.

"Man! Know thyself."

"Man! Know thy goods."

"Man! Know thy customer."

are three thoughts worth remembering.

To know your customer is of great value in effecting a sale. This is an accomplishment obtainable only through hard study of human nature and constant application, but I have found it a great help to just engage the customer in a little conversation on current events or some subject of mutual interest and I find invariably that in a few minutes the customer has, in a measure, revealed himself to me.

Another valuable characteristic which every salesman should possess is reliability. Under this head can

exceptional opportunities. I can only speak from the standpoint of the electrical fixture business and appliance business, and any remarks I may make here can be discounted as to their applicable value in other business institutions.

One of the most important things to remember is, that in order to show electric fixtures properly and attractively a good environment is necessary. Electric fixtures are more or less of an ornamental nature and are not only used for lighting, but also for beautifying purposes. Then, if this is true, is it not folly to try to make a showing of them in a dirty, dust-covered room, with a poorly-constructed and soiled ceiling? I have seen a great many electric fixture showrooms, but I must confess that I never saw so much poor judgment exercised in the equipment of any other salesrooms as I have seen carried out in the equipment of electric fixture showrooms.

I say it is necessary to have environment. It is necessary to have surroundings that would, perhaps, suggest the home, or at any rate, appeal to the eye of a prospective buyer. A rug near the front of the showroom, a table and some chairs and, by all means, a clean floor and ceiling. I would suggest dark green or dark red walls. Side brackets make the best showing on such background.

The fixtures should hang a uniform height from the floor. We hang them six feet eight inches, and suspend them from individual screw hooks on proper lengths of jack chain. This makes the neatest display which I have seen.

We realize the importance of a well-arranged display. Injecting into the mind of a visitor to our store an idea regarding the lighting of his home or place of business is our aim in displaying the fixtures as we do. When such a silent suggestion occurs to him, he begins to ask questions and immediately opportunity is presented to exercise salesmanship.

We also realize the importance of the window display, and take great pains in executing them neatly. It is absolutely necessary in order to make a good impression on the passerby or the possible looker-in to have no sign of shiftlessness about the show window. It should be dusted daily, and by all means the glass should be kept clean.

Another item of importance is to allow no fixture to hang in the showroom without shades. It portrays carelessness in the first place, and a fixture shown in this manner will rarely, if ever, appeal to a customer. Shun high colors in making your display. It may be well to show one or two fixtures trimmed with highly colored glass, merely for a contrast, but to show a quantity in that manner I should call poor judgment, for a refined person abhors nothing more than an exuberant display of high colors. This statement naturally applies to the average locality, and there are exceptions to all rules.

Lastly, I recommend the use of common sense. Every man should know best just how to cope with his own situation and if each and every individual would develop his A-R-E-A, I am sure he would have sufficient common sense to cope with mostly any situation.

KNOW YOUR GOODS

Put in part of your spare time getting acquainted with the things you sell. Study your goods until you can talk intelligently about them. Talk won't sell goods unless it's backed up by knowledge. Ignorance of what you're trying to sell will lose you many sales.

"OUR LIGHTS SHINE EVERYWHERE"

SPECIAL BARGAIN PRICES

ON OUR FINE LINE OF

Electric Lighting Fixtures and Reading Lamps

EVERY MONDAY

From May First to October First

Our Reason: We close Saturdays at Noon. We will execute all Monday orders promptly. Our new line of table lamps have just arrived. They are the best we have ever shown—and prices are lower.

The Barton-Netting Co., Ltd.

9 and 11 Pitt Street East

L. B. WEST, Manager

CHANDELIERS, MANTELS, GRATES AND TILES

Advt. run by Barton-Netting Co., Windsor, recently. It offers a suggestion for bringing out customers on Monday. Original was about 7 x 7 ins. If some specific bargains were mentioned the appeal would be still stronger.

be briefly classed truthfulness, honesty, earnestness, justice, courage, brotherly kindness and loyalty. These characteristics properly developed cannot help but make for reliability, and what employer is it who does not earnestly seek the reliable man, the one whom he can trust absolutely.

Endurance also is beyond a doubt a highly valuable asset in a salesman. Discouragement will come, but endurance will overcome any obstacle.

All these characteristics, coupled with action, certainly will show results, and it remains for the salesman to cultivate and develop his A-R-E-A (ability, reliability, endurance and action).

Opportunities for Salesmen.

Now, in regard to salesmanship, as applied to the electrical business, I wish to say that this field offers

Canadian Hardware Journal

TORONTO

JANUARY 1916

CANADA

A Happy New Year to You.

Another twelve months have gone around and once again the century-old greetings, so full of kindness and goodwill, are again in order. We take this occasion of asking our readers to accept the best wishes of Canadian Hardware Journal for a "Prosperous New Year." We trust that the advent of the New Year may find joy in the heart and happiness in the home of each and every one and that 1916 may hold a full measure of happiness and prosperity for members of the trade.

We wish to thank readers for their co-operation during the past year in our aim to make The Hardware Journal the most valuable paper of its kind published, and trust that an increasing number will lend their aid during the coming year. Members of the trade can assist us materially by sending along to us any ideas or methods that they are using to advantage in their business—by expressing their opinions on trade questions in our columns—or by sending along enquiries for information they may desire. The interchange of these ideas is certain to result in much mutual good.

War time demands greater aggressiveness on the part of business men as well as on the part of soldiers.

What of the Year Gone by?

With the ringing down of the curtain on another business year, it is well for the dealer to take one fleeting glance back over the events of the year just closed. Has the past year been a successful one for you from the standpoint of sales and profits? If it has not come up to anticipations, what has been the cause?

No dealer can look back over the past twelve months without recognizing a few mistakes that he has made—things that he has done that he should not have done—and things that he should have done that he has not done. A review of the past year is sure to bring some of these to mind, allowing the dealer to plan for 1916, incorporating all those ideas that have proved beneficial and discarding those that have not been to his profit. The busy man cannot afford to spend much time in retrospect, but a hasty review of the past year's experiences at this time will be found beneficial.

Fear is as fatal to success in business as it is to success in warfare.

Now for the Year Ahead.

In looking forward to the year ahead it is well for the dealer to map out a schedule of sales that he desires to attain during 1916. Just as it is desirable for the passenger train to have a schedule to run on, so it is for the business train. It is then possible to keep timing it at frequent intervals to see if it is

keeping up to schedule. No engineer waits until the end of a run to see if he is going to arrive on time. He keeps timing himself as he goes along and if he finds he is falling behind his schedule, he puts on more steam. And so it should be with the man in charge of a business train.

No business man is without his shortcomings, but they are only unpardonable when he shuts his eyes to the fact.

How much Business During 1916.

What schedule of sales are you going to set for in 1916? That is an important question for the business man to decide. He doesn't want to set it too high for there is no incentive to work for a record that you feel, quite early in the race, you can't attain. Nor do you want to see it too low, because then there is little to spur you on.

Every successful business should show a certain increase in sales from year to year, the increase depending on general and local conditions. Having made up the amount of your sales for 1915, set the schedule for 1916 a reasonable amount in advance, and then dig right in to attain that record.

Specialize during the "dog days." It will prevent business going to the "dogs."

Those New Year Resolutions.

New Year resolutions are now in order. The making, or as it generally is, the re-making, of resolutions is a quite commendable action. But what is the use of making a list of resolutions as long as your arm and breaking them all before the year has really got started? Stretch out the period between the "making" and the "breaking" of your resolutions

The opportune time for better business conditions is to-day, not tomorrow.

How Did You Do Last Year?

Every dealer should size up the condition of his business at the end of the year to find out how he has done in the matter of sales and profits. No dealer should go on from year to year without knowing exactly what progress he is making in regard to sales, and if he is making sufficient net profit from his business.

Sales for the year should be totaled up and compared with the records of the previous year. Go over your sales sheets month by month and find just when sales were lower than they should have been. Make a note of same and when that period comes around, make a special effort to maintain sales.

Make out a statement of resources and liabilities and find out exactly the net worth of your business and the amount of money you made during 1915.

A Remarkable Showing.

Bank clearings are the reflection of the movement in merchandise, the condition of the security market, and the liquidation of liabilities by the business men of the country.

This being so, the Canadian bank clearings for November indicate a remarkable improvement in the general business situation of the country.

In no single month in the history of Canada were the aggregate clearings as large as in that month. Their total was \$891,284,701, an increase of 10.2 per cent. for the month and of 38.5 per cent. over November, 1914. In spite of the very large decreases during the greater part of the year, the total for the eleven months ending November was only 8 per cent. below the figures for the corresponding period of 1914. And, judging from the showing for the early part of December, it is altogether probable that when the year closed the total for 1915 was larger rather than smaller than that of 1914.

The energy which trade and commerce has developed during the last quarter of the year is certainly remarkable. And to the fact that Canada has in one year reaped a crop almost equal to a two-year one may be accounted the principal cause.

Inefficiency retards the development of better trade conditions.

Abnormal Liquidation Ended.

That the financial situation in Canada is getting into a much healthier condition is quite evident from the record of commercial failures.

During October the number of failures was 80 per cent. smaller than for the corresponding month of 1914. The figures issued for November show that favorable influences are still at work, the number of failures being 226 compared with 350 the same month a year ago, or a decrease of 35.43 per cent. This decrease was greater by 24.27 per cent than that in the United States for the same period.

And not only were the failures in Canada fewer in number than a year ago, but the proportion of assets to liabilities was more satisfactory as well, they being over 48 per cent. compared with a fraction under 38 in November, 1914.

It is quite evident that the period of abnormal liquidation has run its course.

The greater the efficiency in business the more will it expand and more satisfactory will be its profits.

The Business Man and the Farmer.

One of the significant tendencies of to-day is the increasing desire of the business, financial and agricultural interests to co-operate with a view to accomplishing results that shall be of benefit to all concerned.

About a year ago representatives of the Canadian Manufacturers' Association met in Winnipeg a number of men representing the agricultural industry, the purpose being to discuss matters which were of general interest to both. And much good is destined to result therefrom.

The other day, again in Winnipeg, a conference was held in which retailers, wholesalers, bankers and farmers were represented. There was some very plain and candid speaking as to whether or not controversial matters should be tabooed, but the two-day conference closed in peace and harmony. And if even nothing else

was accomplished, at least this was, namely, that a better understanding of each other's viewpoint was obtained. To accomplish this is no small matter, for it clears the way for a common meeting place where each can work for the interest of the other with a view to bringing about conditions which are for the benefit of the whole.

The business, financial and agricultural interests of the country are so interwoven that the surprise is that so little has hitherto been done to link them together in co-operative effort.

Pessimism is as sand in the machinery of business; optimism is as a lubricant.

Good Time for Annual Inventory.

Every retailer should take stock and make out a financial statement at least once a year. The annual statement is altogether too valuable as a gauge of actual progress to be neglected by any merchant, and around the turn of the calendar year, after the rush of holiday business, is one of the best times of the year for this work.

A dealer cannot judge the standing of his business, or the progress that has been made during the past year, by his bank account, and a glance at his stock and a hasty reckoning of bills payable and receivable. He is leaving altogether too much to guesswork in following such a plan, and in these days of keen competition and restricted profits, no merchant can afford to guess. He must ascertain the particulars of his business with accuracy, so that if profits for the year are not satisfactory, the reason can be located and removed. Even if profits are found to be fairly good, the financial statement unearths many particulars of the business that it is well for the dealer to know.

The annual stock-taking and statement of resources and liabilities gets beneath the surface and brings the bad features of the business into prominence, so that they may be remedied. It not only shows the actual worth of the business and the amount of profits, but whether stock is too large for amount of sales, whether outstanding accounts are beyond the proper limit and all those other details that are so valuable to the business man.

The inventory should not be neglected and now is an excellent time to give attention to the work.

SHORT NOTES FROM THE EDITOR'S PEN

The season's greetings to you.

* * *

Don't forget your New Year's resolutions.

* * *

To act independent with a customer is to give the impression that you don't care whether he buys or not. In such a case he usually will not.

* * *

It is just as sensible for a business man to refuse to study business literature as for a medical student to refuse to study medicine.

* * *

One dealer when he changes his window display attaches this placard to the outside of the glass: "Just trimming the window—business is going on as usual inside."

* * *

Nobody really wants a thing until he has seen it or heard of it, and the more it is played up to him, the greater his desire for it. This is what makes advertising produce results.

Trade Statistics Herald Advent of Better Business

Statistics regarding bank clearings, commercial loans and deposits, railway earnings and trade balance all corroborate each other in evidence of advent of better business conditions

By W. L. EDMONDS

THERE is an old saying to the effect that while figures may not lie statisticians sometimes do. When statistics corroborate each other it can be taken for granted that the evidence they give is in accordance with the facts.

As all the statistics relating to the trade and commerce of the country have, during the last few weeks, been corroborating each other in regard to the advent of better business conditions, we can, without hesitation, accept them as reflecting the truth.

Large Increase in Bank Clearings

Among the statistics of different kinds appertaining to trade conditions, the most reliable are those relating to bank clearings, being as they are a record of the actual business that is passing through the banks.

For several weeks these clearings have been showing a steady improvement until to-day they are now uniformly larger than they were for the corresponding periods of 1914.

The clearings for October were \$785,814,000, compared with \$575,382,000 in September and \$712,723,000 in October, 1914. Not since January, 1913, have they been as large. The increase was 36 per cent. over September and 10.2 per cent. over October, 1914. November has started off so auspiciously that it promises to do even better than October, as far as comparison with the corresponding month of the previous year is concerned, the total clearings in Canada for the first week being \$217,956,058, or 29 per cent. in excess of the corresponding period in 1914.

Commercial Loans and Deposits

Although commercial loans, according to the latest returns, in Canada, are not back to where they were in the corresponding month of 1914, by about 6½ p.c.; yet they are increasing, being for September 1.7 per cent. above those of the preceding month, and larger than at any time this year since February.

That this is another indication of the general increase that is taking place in business is self-evident. An increase of a little over 6½ per cent. in circulation is another favorable indication.

The strength of the banks and their ability to finance the business of the country is revealed by the ratio of assets to liabilities and by the deposits. The ratio of assets to liabilities is 31.12 per cent., which is a record, while the deposits are \$1,052,655,131, still another record. Compared with a year ago, these deposits show an increase of nearly \$46,000,000.

While rates in the money market for long term loans may be high on account of the war, yet it is quite evident, from the unprecedentedly large sums of money which the banks have on deposit, that money for ordinary business purposes will be plentiful at moderate rates of interest.

Striking Increase in Railway Earnings

Railroad earnings are on the whole equally gratifying. For some weeks these, too, have been increas-

ing. Every week in October showed increases in the earning of the Canadian Pacific, the Grand Trunk, and the Canadian Northern. In the first-named the increase, compared with the corresponding period of 1914, showed an increase of 28 per cent. during the first week of the month, and 66 per cent. in the last week. In the Grand Trunk the increase was 1.08 and 8.5 per cent. respectively, and in the Canadian Northern 17.9 and 79.8 per cent. Complete returns for the Grand Trunk Pacific for October are not, at the time of writing, to hand, but the figures for the first week in October in the north show a gain of 80 per cent. compared with the same period of a year ago.

That these increases in earnings are largely due to the movement of crops practically goes without saying.

Up to the third week in October 63,302,827 bushels of grain had been received by rail at the elevators at Fort William and Port Arthur. It is estimated that up to the opening of navigation next spring, lake and rail traffic will have handled 100,000,000 bushels of Western wheat alone, which will be about one-half of the quantity available for export. The quantity of grain shipped to lake ports by water from Port Arthur and Fort William from September 1 to October 19 was 42,199,881 bushels, which is about one-half the total shipped during the whole of last season.

But while the increase in railway earnings is largely due to the movement of grain, it is by no means the only explanation. To some extent they reflect the increased movement in merchandise generally.

A 65 Per Cent. Increase in Grain

That the threshing operations in the West are revealing a harvest of even larger proportions than the preliminary estimates is indicated by the more recent returns of the Statistics Office at Ottawa.

These figures, which cover a period up to September 30, place the total wheat crop of Canada at 336,258,000 bushels, an increase of 108 per cent. over the previous year. The yield of oats was 481,000,000 bushels, an increase of over 46 per cent.; barley, 50,868,000 bushels, an increase of over 37 per cent.; rye, 2,478,500 bushels, an increase of 18½ per cent.; flax, 12,604,700 bushels, an increase of nearly 40 per cent.

The total increase in the five grains was 347,777,700 bushels, or 65 per cent.

Although the root and fodder crops are smaller than last year, yet they are estimated by Statistics Office to possess a value of \$230,379,000, which is greater by \$4,152,000 than that of 1914.

At the Agricultural Department, Ottawa, the aggregate value of all crops is estimated to be \$250,000,000 larger than last year. If this estimate is correct it will mean a total value of \$888,580,300, compared with \$638,580,300 in 1914.

No man should be thoroughly satisfied with his progress. There is nothing more true than the old axiom that the man who doesn't advance goes backward.

Every Hardware Dealer Should Take Stock Annually

Stocktaking gives the dealer a valuable insight into his business and an excellent idea of the progress being made—How to simplify the work.

BY JAMES CAMPBELL

STOCKTAKING is one of the subjects with which we are all so familiar that at first sight it is difficult to imagine what one can say about it that will be new or interesting, but a discussion may serve to freshen our minds on certain points and may be helpful generally.

Enables Dealer to Keep Grip on Business

There are, unfortunately, some dealers who do not take stock at all, or who do so irregularly, but they are getting fewer, and now it is more the exception than the rule to find such cases. The advantages of a regular system of stocktaking are that it enables a dealer to keep a grip on his business, to know exactly how he is getting on, to obviate overstocking, and to prevent waste. By comparing the results of one period with another he can regulate the working of his business to give him the maximum return, and it provides him with a check on his clerks. Where gross profits are small and the avenues for leakage many the importance of regular stocktaking cannot be exaggerated.

A System that Simplifies

With the actual operation I presume we are all familiar, but it may be well to refer briefly to one or two points which may serve to facilitate the work. Prior to the date fixed for stocktaking the stock should be arranged as far as possible, and packed goods or cans should be counted, and the tally marked on a slip of paper inserted between them, and if any lots are removed before the stocktaking these should be deducted from the slip. This will save the time of the stocktaker when he comes round, and tends to accuracy, as he has only to check and record the tally instead of having to count and recount the articles or record them with a possibility of error. In hardware stores goods of the same nature are often displayed in different places, but by means of specially ruled stock sheets, which are frequently employed, the various groups of these articles can be collected under one head, thus minimizing writing and calculation. Stocktaking always entails a good deal of labor, but by proceeding on these lines it can be simplified and the labor somewhat reduced.

"Squaring Up"

It is highly desirable that the stock should be taken accurately, as upon its correctness depends the reliability of the results shown, and if assistants are to be judged by the figures, as they usually are, then it is essential that there should be no mistakes, as an unsatisfactory outcome might involve the dismissal of a man who might suffer irreparable injury through the carelessness or incompetence of someone else.

When the stock is taken it should be squared without delay. Care should be taken that all goods received are charged up, and if invoices have come for goods not yet delivered these should be held over or allowance made for the goods they refer to. The various articles should be valued at cost price, less all allowances, and if goods have in any way become damaged or deteriorated al-

lowance should be made for the deterioration. It is generally a good plan to get rid of damaged or bad stock by selling it for what it will fetch, as it usually tends to get worse by keeping and does not repay storage.

Keeping Up to the Scratch

There is another benefit derived from regular stocktaking if properly carried out, and that is the incentive it gives to the dealer, by keeping his interest alive and preventing the flagging of attention which one is apt to suffer from at times. A man who regularly balances his accounts is soon brought to the scratch if he has actual evidence in cold figures that his profits are suffering through his lack of energy. It puts new life into him, and equally, when things are favorable, he has every inducement to continue in well doing.

The Advantage of Analysis

The details in connection with stocktaking are somewhat irksome to one who is accustomed to the active work or management of a store, but it is work that is well repaid, as through it leakages may be stopped, and it may serve as a basis for planning the system of trade to be followed. While profits tend to an average over given periods, the introduction of new lines, the pushing of special goods, or the selling of articles at smaller or larger profits may affect that average, and it is advisable that the causes should be ascertained. A dealer in close touch with his business knows approximately the quantities of the principal goods which go to make up his weekly sales, and he may have a rough idea, if his profits vary through sales, wherein the variation comes, but he can prove that by analyzing his sales if he is so inclined, and that may help him to the policy best suited to his needs.

PRACTICAL HINTS FOR STOCKTAKING

Loose sheets are the best for the listing of stock. They can afterwards be bound together.

Those engaged in stocktaking should divide themselves into twos, one to call off stock as he counts it and the other to insert particulars on stock sheet.

Use a little system in work. Whenever possible, collect all articles of a like nature together and count them all at once. It saves time in making extensions also.

Start in at one section and go right through it. If you keep jumping around you are liable to miss some items.

When only one article is called off, put it right into the extension column. It saves time in making up the sheets.

If stocktaking is extended over a considerable period, a stock slip should be left on goods. Then if any of the goods are sold, it is noted on the slip. When stock has been completely taken the items appearing on these slips are added together and deducted from the totals of the stock sheets, because their amount is represented either in cash or book accounts. Duplication is prevented in this way.

How to Compile the Annual Financial Statement

How to make out the annual fiscal report showing the exact standing of the business—How to arrive at values

STOCKTAKING in itself is only the first step towards the making out of an annual financial statement that will show the dealer the exact standing of his business and allow him to judge with a degree of accuracy just what progress he has been making in the matter of profit. A correct yearly statement is of immense value to the dealer, and every care should be exercised in compiling it to make it accurate.

How to Go About It

The financial statement is a summary of the assets and liabilities of the business. Assets include amount of stock, accounts on books, fixtures and equipment, cash in bank, cash on hand, and bills receivable. Liabilities include amount due on stock, drafts signed and not due, and all other outstanding obligations of the business.

By balancing liabilities against assets, the net worth of the business is secured, and by comparing this with the standing when the financial statement was made out previously, the net profit for the year will be ascertained. The dealer is then in a position to judge whether profits for the year have been satisfactory.

Arriving at Values

It will at once be apparent to the dealer that all items should be put in at their present cash value so that the annual statement will be a true reflection of the actual cash value of the business. Book accounts should be put in at their actual collectable value. Different methods are used in listing fixtures. Some dealers deduct a certain percentage each year for fixtures. The percentage of reduction is based on the life of the fixture. For instance, if the life of a fixture is estimated at seven years, 14 per cent. plus would be deducted off the cost yearly. Say, if a fixture cost \$100, then the dealer, operating on this plan, would reduce the value of it in his inventory \$14.30 each year.

All dealers do not favor this plan, some arguing that a fixture may be worth as much to-day as it was a year

ago, and that, therefore, the dealer should use his own judgment in setting the value of his fixtures. They, at least, should not be listed at the cost price, because a used article cannot be sold for its cost, even though it may be practically as good as new.

In Case Dealer Owns Building

In case the dealer owns the building he occupies and wishes to include it in the statement, if there has been any advance in the value of the building the amount of advance should be deducted from the net profits of the year to show the exact amount of money made by the business itself. The advance in the value of the building should have nothing whatever to do with the profits of the business. If, however, any improvements have been made in the building during the year, and the cost has been borne by the business, it is then only right that the advance in value should be allowed in the net profits.

THE SMALL DISPLAY WINDOW CAN BE MADE GOOD USE OF

THE dealer who has a small window is frequently inclined to neglect it because he thinks it is not large enough to allow it to be trimmed to advantage or bring results. This is certainly a very erroneous opinion to hold, because the small window offers excellent possibilities in business getting if it is only given the proper care and attention. Better by far a small window which is given the proper attention than a large one that is not. Some trimmers prefer a small window, because it allows a display to be devoted to one line even with a limited amount of stock. It is for just this reason that some trimmers subdivide the window with a couple of small sections instead of using it all for a display.

The man who has his nose to the grindstone doesn't always sharpen his wits.

Resources

Amount of stock ..	\$2470
Accounts on books	1235
Fixtures and equipment	675
Cash in bank	585
Cash on hand	90
Bills receivable	370
	<hr/>
	\$5425

Liabilities

Amt. due on stock	\$1365
Drafts and cheques signed	345
Other obligations	90
Resources over liabilities	3625
	<hr/>
	\$5425

Resources over liabilities—this year..\$3625
Resources over liabilities—year ago.. 2400

Net profit for year.....\$1225

HOW TO MAKE OUT FINANCIAL STATEMENT

We reproduce here a sample financial statement, showing how this important record should be made out. In this case the total stock was found to amount to \$2,470, and with other assets, including book debts, equipment, cash and notes, made total resources of \$5,425. On the other hand, the liabilities of the business, including amount due on stock, drafts signed, and other obligations, totaled \$1,800, leaving a balance of \$3,625. Last year, when this dealer took stock, he had a balance of \$2,400, so that his net profit for the year amounted to \$1,225.

If any money has been added to or taken from the business during the year the amount should be added to or deducted from the balance to arrive at the real net profit for the year.

Make Certain That You are Figuring Profits Correctly

Make certain that you are by reading this article thoroughly—Many dealers are fooling themselves by figuring profits on one basis and expenses on another.

THERE are quite a few merchants who think they are figuring profits correctly when they are not. They are fooling themselves, and on a question on which no dealer can afford to make any mistakes. It is sometimes the case that a dealer is so certain that he is figuring profits correctly that he refuses to read articles in his trade paper dealing with the question, and yet perhaps this dealer, if he would examine closely into his method, would find that he is operating on a wrong basis, and losing considerable money as a result.

Just to illustrate how easy it is for a dealer to fool himself in figuring profits, we will give a sample case. A dealer on examination of his purchases finds he is buying \$30,000 worth of goods a year. He decided to sell at an average advance of $20\frac{1}{2}$ per cent. on cost, which equals \$6,150, and makes a total selling price of \$36,150. He has ascertained that his expenses average 17 per cent., and unthinkingly figures that by selling at an advance of $20\frac{1}{2}$ per cent., that he is making an average net profit of $3\frac{1}{2}$ per cent. This per cent. on \$30,000, he figures would give him a net profit of \$1,050 for the year.

At the end of the year, he finds that he has not made this amount of money—in fact, he finds that he is no further ahead than at the beginning of the year. What was the reason? He was figuring profits incorrectly.

Was Figuring Profits and Expenses on Different Basis

Let us reason out just what profit he was really making, and where he was wrong in his calculations. The goods were sold at an advance of $20\frac{1}{2}$ per cent. on cost, or \$6,150. His expenses averaged 17 per cent., but here is the point—his expenses were figured on selling price of goods, which for the year was \$36,150. The expenses for the year were, therefore, \$6,145. The goods were sold at an advance of \$6,150, leaving a net profit of \$5, whereas he had figured that he would be making \$1,050 for the year. Surely a big difference between what he expected and his real profits, and all because he was figuring profits wrong. He was figuring his advance for profit on cost price, and his expenses on selling price, the basis upon which dealers always figure their expenses—cost of doing business.

Difference Between Advance on Cost and on Selling Price

Dealers who court success must ever bear in mind that percentage of advance on cost is vastly different from the same advance on selling price. For example, if an article costs \$1—if we add 25 cents on to this and sell it at \$1.25, we are making 25 per cent. on the cost price (\$1.00), but only 20 per cent. on the selling price (\$1.25). In other words, 25 per cent. on cost price is only 20 per cent. on selling price; 33 1-3 per cent. on cost is only 25 per cent. on selling price; and so on. Dealers who want their business to pay a profit should ever bear this fact in mind.

Figure Both on Selling Price and be Safe

The way for the merchant to guard against the incorrect figuring of profits, is to make a practice of always figuring profits on the selling price. This is the

basis on which expenses are always figured. A dealer does \$10,000 worth of business in a year, and his cost of doing business is \$1,700. He says his cost of doing business is 17 per cent—he has figured it on the selling price. Now, if he turns around and figures his profits on the cost price—another basis—he does not know what net profits he is making, or whether he is making any or not.

Better to be Safe than Sorry

It is equally foolish for the dealer to try to figure profits on one basis and expenses on another, as it is for the child at school to try to add fractions together without reducing them to a similar denomination. You may figure your profits on cost price if you wish, but you must at the same time figure out what profit that means on sales and compare it with cost of doing business (always figured on sales) in order to ascertain whether you are making a sufficient net profit. The easy, sure and safe way is to figure both on selling price, and thus eliminate the possibility of mistakes. This is in line with this paper's profit figuring slogan, "Better to be safe than sorry."

Reason the Problem Out

Mr. Dealer, it behooves you to look into this question of figuring profits and into your own method. The question is one of vital importance to every dealer, because the primary reason a man is in business is for profit. You may think that yours is the correct method, and therefore there is no necessity of looking into the problem. Do not be too sure. Many other dealers have thought the same thing and eventually woke up to the fact that they were mistaken.

Reason the question out. If you have been figuring incorrectly, as not a few dealers are to-day, it will be time well spent. If you have been right, the assurance of the fact will do no harm, and will give you even greater courage to demand a sufficient margin of profit on the goods you sell.

SHORT NOTES FROM THE EDITOR'S PEN

Figure your profits correctly.
* * *

Very few men try to get even with the world by paying their debts.
* * *

The big stores have no monopoly on live merchandising methods.
* * *

The average man's ability is about equal to the load it is called on to bear.
* * *

Each of us is dead sure that if our true worth were understood that life would be one grand sweet song.
* * *

Consult with the clerks. They are in touch with the customers and can frequently give valuable suggestions.
* * *

The appearance of labels is a big factor in sales. Appealing to the eye is frequently the way to the pocketbook.

Collins' Course in Show Card Writing

26th of a series of articles
specially prepared for this
paper.

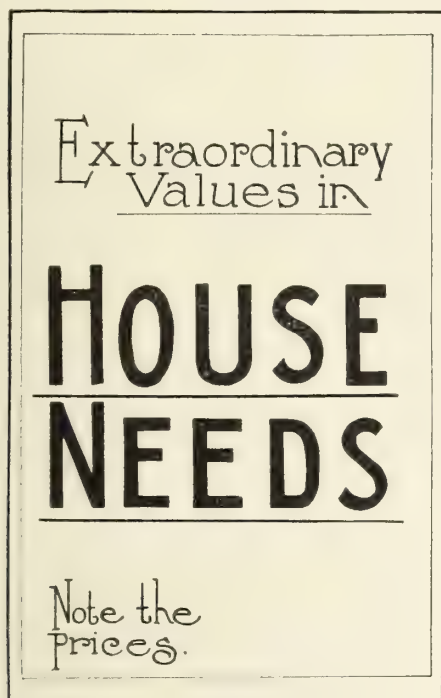
THE New Year always brings new desires, new ambitions and new determinations. Almost every merchant is ambitious to exceed the business of the year past. The Christmas season is a harvest period, possibly the greatest of the year, for nearly all trades. Naturally, this is followed in the first few weeks of January with disappointing dullness that seems intensified in one's mind when compared with the hustle and bustle of the pre-Christmas days. But

coming to your place of business the more goods you will sell. Every merchant should make this a yearly or semi-yearly selling event, and popularize one name for it. "Blank's Once-a-year Furniture Sale," "Blank's Twice-a-year House Goods Sale," or such name that can be retained each time that will grow into a sort of trade-mark.

Use plenty of newspaper space and circulars. But, above all, **USE YOUR WINDOWS**. Beyond all doubt, your windows are the best-selling agency you have outside of your clerks. Carefully plan your displays just as you would plan any other part of your business. Get away from the idea of "putting something into the windows." Get the idea of a well laid-out, well thought-out window display. It pays, and it pays well. Change the lines and arrangement at least twice a week, and oftener if you can. Time spent on window arrangement is not wasted, for it will bring rich returns.

A Word About Price Tickets

Every article on display should be price-marked. If the window should be dressed with all one-priced goods, then one window card will suffice, but when otherwise,



Sample window card which may be lettered
in color or black.

the live and wide-awake merchant does not sit down and bemoan the unfortunate condition, but hustles to make business come his way.

One method of accomplishing this is to offer extra inducements in the way of special values and price reductions. Usually there are odd lines, odd pieces, etc., left over from the Christmas trade, that can be worked into a special sale of some character. Or special lines may be obtained expressly for this sale. Furniture dealers can devote the latter part of January and the fore part of February to a sale of various lines that will be sure to make brisk buying. A generous reduction of prices and a careful buying of suitable supplementary lines for this sale will make it a big trade event.

The hardware merchant may conduct a similar sale of household lines, featuring graniteware especially. A special grade may be obtained expressly for this sale. Other odd lines and left-over Christmas goods may be included for variety.

The name of the sale will have some bearing on its results. It should always be remembered, however, that the object of a special sale should be two-fold. First, to rid the stock of slow-selling lines and, second, to attract customers to your store. The more people



Striking card which would look well lettered
in black.

each article should be separately marked. One or more large-sized attractive cards should be used, calling attention to the prices or the lines displayed, etc.

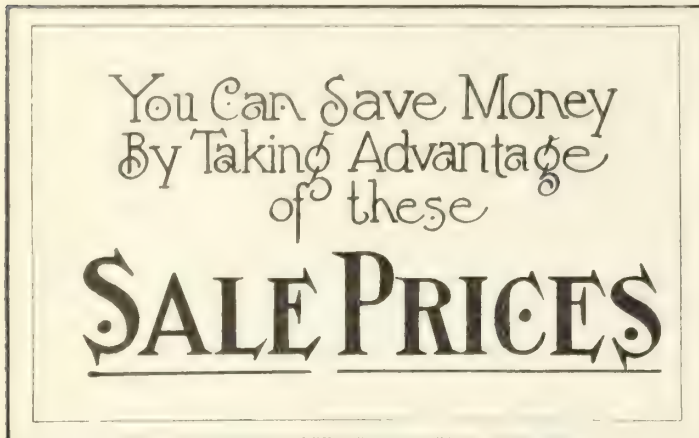
Sample Cards

For just such a sale as we suggest we offer three samples that will give some hint of what may be utilized in the way of window cards. These are all simple designs that can be elaborated at will. They can be

done in various colors to suit the taste of the window trimmer. The House Needs card can have the small letters in black and the large ones in red. The lines may be done in pale green.

The Once-a-year Sale card may be done in the same way as the one above, or will look quite well in plain black.

The Sale Prices card will permit of a similar treatment as the above. You will note that the saving of



Well thought out phrases make telling window cards.

money is featured in two of the cards. It may be well to emphasize the fact that mentioning the matter of money saving is always good advertising for the general public, which is made up of ordinary people, who always like to hear of anything that may save them money.

PARCELS FOR SOLDIERS AT FRONT

Hon. T. Chase Casgrain, Postmaster General, has been successful in effecting an arrangement with the British Government whereby parcels from Canada for Canadian soldiers in France and Flanders will be carried at the same rate of postage as applies to parcels from the United Kingdom for the Expeditionary Forces on the Continent; that is:

For parcels weighing up to three pounds.... 24 cents
For parcels weighing over three pounds
and not more than seven pounds..... 32 cents
For parcels weighing over seven pounds
and not more than eleven pounds..... 38 cents

This means a material reduction on the cost of parcels, and it is hoped it will be a source of satisfaction to the Canadian public. This reduction has been brought about by Canada foregoing all postal charges for the conveyance of these parcels in Canada and on the Atlantic. The public are reminded, however, in accordance with the circular issued by the department recently, that until further notice, no parcel can be sent weighing over seven pounds.

ELECTRIC LAMP COMPANY GROWING

The Canadian Ever Ready Works will, on January 15, remove their plant and offices to 263 Adelaide Street West, Toronto, where the whole top flat of the new Purman Building will be given over to their works. A clear space of 12,000 square feet will be occupied by the company.

Every retail store makes special efforts to attract business for the Christmas holiday trade, but many of us neglect lots of similar opportunities during the year.

After The Shutters Are Up

"I have often stood in a slaughterhouse," observed the man from Chicago, "while the butchers were killing hogs on all sides of me."

"Ah," exclaimed the tender-hearted girl, "weren't you dreadfully afraid?"

* * *

An American was touring Scotland and one day mounted a high hill in company with a Scot, who began bragging of the extensive view.

"I suppose you can see America from here on a fine day," said the American jocosely.

"Oh, ay, farther than that," replied the other.

"Farther than that?"

"Ay, on a fine nicht we can see the mune."

* * *

Pat (shyly)—I want to see some weddin' rings.

Jeweler—Eighteen karats?

Pat (loudly)—No, I've been atin' onions and I don't know that it is any of your business what I've been atin'.

* * *

"You look disgruntled," said the shoe man.

"Yes," snapped the hatter. "Had a little rush just now, and a couple of prospective customers walked out without being waited on."

"They seldom get away from me," declared the shoe man. "I take off their shoes as soon as they come in."

* * *

Dobbs—A friend of mine who makes moving pictures bumped up against his first failure last week.

Bobbs—How was that?

Dobbs—He tried to make a moving picture of two old men playing a game of chess in a village store.

* * *

"I heard to-day that your son was an undertaker. I thought you told me he was a physician."

"Not at all."

"I don't like to contradict, but I'm positive you did say so."

"You misunderstood me. I'm sure. I said he followed the medical profession."

* * *

First Recruit—"What do you think of the major, Bill?"

Second Recruit—" 'E's a changeable kind o' bloke. Last night I says to 'im, ' 'Oo goes there?' An' he says, 'Friend!'; an' to-day 'e 'ardly knows me.'—Punch.

* * *

A Scotch minister in need of funds thus conveyed his intentions to his congregation:

"Weel, friends, the kirk is urgently in need of siller, and as we have failed to get money honestly we will have to see what a bazaar can do for us."—Tit-Bits.

* * *

A matron was confiding her domestic troubles to a friend.

"I find," said she, "that my husband has charged someone in his office with the duty of calling me up every afternoon to mumble terms of endearment. That's a pretty way to treat one's wife, isn't it? He's been spending his afternoons at the club."

"How was it," asked the friend, "that you didn't at once notice that it wasn't his voice that called?"

"Well," explained the aggrieved wife, "I've been pretty busy with bridge every day, and I've been having the maid answer the 'phone."

Selling Paint at Commencement of the Year

Window display of paints recently put in by The Vokes Hardware Co., Toronto.



With the holiday rush a thing of the past dealers have some little opportunity of planning winter business along regular and usual lines. The turn of the year is often dull, following the extra business stirred up by the before Christmas and New Year's sales.

This lull in business should be taken advantage of, and there are many ways in which the hardwareman can make this dull time work for him. Do not wait for seasonable goods to be asked for; plan ahead and suggest ahead, so that you will be able to take the trade at full tide when it is starting.

With paints, as with some other lines, as soon as the first snow flurries come dealers are apt to let up on the trade and give the paint department a rest until next spring. But some others, live ones—and they are mighty few—throw out suggestions to customers and prospects entering the store, because they are not content to wait for demands.

Winter is a pretty good time for indoor painting, and when we have a winter such as the present it is an exceptionally good time. With the furnaces heating up the house the temperature is perhaps better for painting than at any other time of the year. The walls are dry and the ceiling is dry, and many the man-of-the-house, who, spending his evenings at home, would be glad to do a little towards brightening up the home.

A few suggestive hints along this line should help sales, and an occasional window display of paints for interior work during this month of January will greatly aid the dealer's suggestion.

Color cards given to customers, enclosed in parcels or sent out with letters, is another method. Varnishes, floor waxes and coverings, stains, and similar lines might be pushed in this way. If the job is a small one the salesman, if he is a good one, can greatly aid in helping the customer to choose the right color and material, and if the job is a big one the labor question enters. Here the dealer or his clerk can show how much cheaper the painting can be done now than during the rush period of the painting season.

Start the year right in the paint department and the probability is that that department will make itself right throughout the year, bringing the dealer a greater share of profits when inventory time next rolls round.

PLEASING THE CUSTOMER

An irritated woman went into a hardware store in an outlying district of one of the large centres some little time ago and said to the merchant:

"My husband was here a short time ago and asked for so-and-so varnish stain and you sold him this stain, telling him that it was the right kind. I can't use this and I want you to give me what my husband asked for."

The merchant remembered that her husband had been in the store a short time before, but he had forgotten the name of the stain his wife had told him to buy. Rather than return home without his purchase, the customer had bought the stain regardless of name. But the merchant could not afford to offend the buyer by explanation. He told her the mistake was his own and he would gladly rectify it.

"Why didn't you tell her that her husband had forgotten the name of the stain?" one of the clerks asked the merchant as soon as the woman had departed.

"Young man," the merchant answered, "you've got to learn a good many things about business, and one of the most important is how to please a customer. If I told this customer the truth the chances are she would not have believed me. As it is, she will very likely go home and tell her husband that I admitted that the mistake was mine. He knows the truth and will thank me for shielding him. On the other hand, she knows that I am willing to please her and she will continue to do her buying here. If I had done otherwise, she would soon find another place to do her shopping."

PAINTING BRICK AND CONCRETE SURFACES

In painting brick surfaces, mixed paint of the desired shade, well thinned with raw linseed oil, should be applied for first and second coats. The final coat may be in brick red or yellow cream. This finishing coat is a specially prepared paint to prevent absorption of moisture through the walls. Some paint makers use the same material for the final coat on brick walls as for walls of concrete or cement.

These new concrete finishes provide a waterproof surface that keeps the wall free from rain streaks and dirt. There are also excellent cement floor finishes which obviate the propensity of such floors to gather and spread a fine gray dust. They will stand hard usage in garage, machine shed, etc., without cutting through and also render the floor damp proof.

For a monolithic silo of concrete, the green-stone, light gray, or cream colored concrete wall finish will prove a good color selection. To apply this wash color, the surface must be clean and dry, free from dust and

grease. The liquid can then be applied freely from the can. Ordinarily two coats are sufficient, but when the concrete is very coarse or is exposed to unusual dampness, three coats are better. Some paint makers advise a priming coat and cement coating, as this fills the pores and makes the concrete waterproof. In very rough work a first coat of cement and water, with the addition of some sand, acts as a good filler.

SYSTEMATIZING THE PAINT STOCK

The average retailer can largely improve his service and conserve the time of his employes by systematizing his stock.

First, he should consider those articles in most frequent demand, such as linseed oil, turpentine, gasoline, various grades of varnishes and japans, floor oils, furniture polish, etc., and have packages of these well up to the front of the store.

Brushes is another item which is generally improperly displayed. The ordinary sellers should be sampled, and the samples of various sizes hung on a wall in prominent position. Customers can then see the stock, pick out for themselves what they want, and their orders filled from boxes arranged under the counter. The reserve stock should be kept in the basement or other damp place, and only enough for a short time be kept under the counter. In this way everybody's time is conserved, the maximum amount of brushes sold, and the whole stock kept in perfect condition. Result, less complaints as to brushes drying out, shedding bristles, etc.

The smaller kegs of white lead should be kept well up front, so that they may be handed out quickly instead of making the salesman run away into the back end of the store, as is usually the case.

The mixed paint and varnish stock should, of course, be prominently displayed, the cans systematically arranged according to number, and the old stock placed in front of the new when the racks are refilled. This keeps both contents and labels fresh, and avoids loss by hardening in the cans, as is often the case when old stock is allowed to accumulate.

So far as possible all labels should be uniform in color and design on both mixed goods and sundries. This is attractive from the display standpoint, and has advertising value as well.

IF I WERE A HARDWARE DEALER

Doing business in a town of five thousand or less I would give an interesting and permanent demonstration of the value of using my paints. I would erect large sign boards along the most traveled roads. One end of each sign I would cover with two coats of good outside paint. At the other end I would leave the bare, unpainted boards.

Over the top of the entire sign, in bold lettering, I would place this notice:

"Watch what the weather does to these boards. John Smith, Dealer in Paints and Hardware."

Naturally, the weather would soon attack the unpainted boards and cause them to warp and decay. The signs would thus be constant reminders to the man whose buildings were unpainted. He would be forcibly reminded of the effects of weather on wood; and he would realize that his own building would shortly look like the unpainted boards in my sign, unless he went to my store and got some of the paints that preserve wood.—M. M. Usher, in Current Sales.

Canadian Trade Notes

Robt. A. Jelly has sold out his hardware stock at Shelburne, Ont.

Fire damaged the Eastern Canada Steel & Iron Works at Quebec recently.

Shawinigan Electro-Metals Co., Ltd., has increased its capital from \$50,000 to \$200,000.

Fire in Picton, Ont., recently damaged a number of stores, among them Carter Bros.' hardware.

A. M. Smith's hardware and implement store, at Griffin, Sask., was damaged by fire recently.

J. C. Baker, hardware dealer, of Yellow Grass, Sask., was elected mayor of his town by acclamation a few days ago.

The International Steel Corporation, Ltd., Toronto, has been empowered to change its name to Canadian Iron Ores, Ltd.

Jas. Holmes' hardware store, at Woodstock, Ont., was damaged by fire recently; as also was Alex. Barl's tin store at Abbotsford, Que.

J. H. Edmunds, of J. H. Edmunds & Co., makers of electric fixtures and brassware, at Toronto, died recently and somewhat suddenly of acute indigestion.

Imperial Cordage Co., Ltd., Montreal, with a capital of \$150,000, has been incorporated to make and sell rope, binder twine, and other products of manilla, hemp, sisal, etc.

Roland H. Powell, hardware dealer, at Victoria, B.C., is a director of the Canadian Vincent Valve Co., Ltd., recently incorporated to make and sell the Vincent drain valve in Canada.

The will of the late Geo. Gouinlock, secretary-treasurer of the Toronto Hardware Co., disposed of an estate valued at \$265,285, nearly half of which was investments in that concern.

Ideal Foundry & Hardware Co., Ltd., Toronto, with a capital of \$50,000, has received an Ontario charter to take over the Imperial Foundry Co. Provisional directors are A. E. Furniss, R. M. Yeomans and B. Macdonald.

The hardware and furniture store of McLaughlin and Woods was razed by fire recently, causing a complete loss of the building and contents. The building was owned by Ross Brothers and was insured for \$3,000. The stock was insured for \$7,000.

Part of the stores of W. H. Thorne & Co., Ltd., on Market Square, at St. John, N.B., were gutted by fire recently. The loss is estimated at \$150,000. The concern carried \$300,000 insurance. The King Street store was damaged slightly. Fire partitions and iron doors prevented the fire from spreading.

Auto Parts Repair Co., Ltd., Toronto, has been granted an Ontario charter to take over Harry Caplan's auto supplies business, to enlarge same, and to carry on a hardware, plumbing and tinsmithing business, with a capital of \$40,000. Nathan and Harry Caplan and Jos. Leyeovsky are interested.

The Dominion Paint Works, Ltd., Walkerville, Ont., announce that they have put their entire sales operation under the direction of E. L. Warner, who has so successfully operated their business for the eastern half of Canada. Mr. Warner, as sales manager, will locate his head office in the Lumsden Building, Toronto. John Grieve, who has been in charge of the Montreal office, is appointed Eastern representative.

Dollars and Dampers Made in Slack Times

Details of construction of an easily made damper—How it is possible to save at the spigot and lose at the bung-hole in sheet metal work

By D. R.

Saving at the spigot and losing at the bung-hole is a practice in many shops which do furnace work through the attempt to save some of the scrap material around the shop by making dampers of sheet metal, which results in a more costly damper that is not nearly so efficient as the dampers which can be bought for decidedly less money.

Where is there any business in that? To make my meaning more clear, I present an illustration showing a piece of sheet iron that had been left over from doing some piece of work that is just large enough to cut a 10-inch disc to be used for a damper in a furnace pipe. I show alongside of it the damper clips which can be purchased in the market for a very small sum.

However, it takes a workman some time to sort out the material in the first place, then to inscribe upon it the damper of the proper size, cut it out, and then rivet the clips to it to make it available for a damper.

In many instances I know they fail to put the pivot on the opposite end of the damper from the handle and put the damper in the pipe, so that instead of serving its purpose to reduce or control the air passing through the pipe, it falls into a position from which it cannot be permanently removed no matter how much effort is made.

The damper is unsatisfactory in service even when the pivot is fastened on the opposite end. Such dampers are made of too light material, and as there is nothing to hold them in the position placed, if there is a strong gust of wind into the furnace or through the pipe in which it is placed, the damper is likely to assume a position either open or shut, and then is of no more use than if it had not been put in the pipe. It is on the other hand a positive disadvantage to the piping system.

Any man who is making dampers of this sort will do well to look into their cost to himself as well as to his customers. If he occasionally keeps some good man busy in the shop for two or three hours making such dampers he will find that the cost is exorbitant and their service unsatisfactory.

There is an old adage, "if a job is worth doing at all it is worth doing well," and I have used in my furnace work for a long time a cast iron square spindle with a hole in one end in which a cotter pin can be placed and in the other end of which is another hole for a pin.

This end extends through the pipe and through a quadrant that is riveted fast to the pipe, then a lever to operate the damper is fastened to the end of the spindle by means of a cotter pin.

Then on account of the graduations along the quadrant the damper can be set in any place desired with certainty that it will remain there until changed. These dampers cost but little more money than the kind mentioned, and so far as service is concerned are infinitely better because they are positive.—Metal Worker.

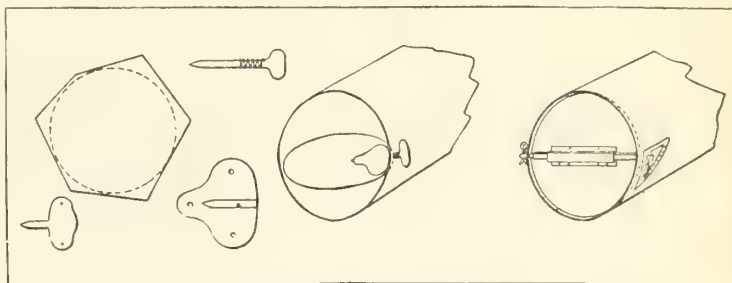
EDUCATING METAL WORKERS' APPRENTICES

By OTTO E. CLUSS

Every competent sheet metal man concedes that no arguments are required to demonstrate the necessity for the education of apprentices in order to qualify them for their life work.

Our efforts must be directed towards making the education of apprentices possible by our individual and collective assistance. Directing the apprentice to the proper source where this education can be had, then to assist and encourage him in acquiring such an education. This is part in the scheme of education.

The apprentices are usually boys who seek the job for the money they can earn, and the preparation it gives them for earning their future living. They see only the work that is performed with the aid of tools and machines, and conclude that learning the trade consists of acquiring the skill to use those tools and machines, within the time of their apprenticeship. They have no conception of the need for a technical education, which is also essential in our trade. Later, when they see and realize the necessity for such a part of their trade education, they usually do not know where and how to acquire it, and may, from a lack of general schooling, imagine that part to be a secret too deep for their comprehension. You must therefore inform them that if they will devote the necessary time to the study of these subjects, there is absolutely no



Details of damper patterns.

reason why they cannot acquire the knowledge, as there are no mysteries or miracles connected therewith, as they cover exact sciences founded on logical reasoning and within the comprehension of any individual of average intelligence.

Most of these boys are bright, intelligent fellows, who can be induced to devote a part of their spare time in the study of these subjects, if they are encouraged by their employers or their friends who have their welfare at heart, provided they are approached before they are surrounded by influences that are detrimental to their mental development.

The course of study covers an examination in arithmetic, including addition, subtraction, multiplication, division, decimals, square and cube root and weights and measures; the use of drawing instruments, lettering, drawing connected with the trade, projections, development of surfaces, pattern problems, etc., architectural proportions, roofing, metallurgy, furnace heating and ventilating, ornamental sheet metal work, mill and blow-piping, commercial practice and estimating sheet metal quantities.

Of the schools recommended, preference has been given to the day trade school, where the student is under the personal supervision of competent instructor, as the highest type of trade school, but, unfortunately, these schools are possible only in cities of large population.

Correspondence schools are within the reach of every apprentice, and if he has the ambition he can master his trade by devoting a part of his spare time to the study of the above subjects under the supervision of the correspondence school while he is serving his apprenticeship of practical instruction with his employer.

Something received for nothing is never considered worth while. It is therefore recommended that the apprentice pay for his tuition, the employer paying him sufficient above his weekly wage to make this possible, with the stipulation that when he fails to attend his studies he forfeits that portion of his wages, and is liable to be discharged.

I have recently had a conversation with an instructor of a business college who stated that the students of his night class made greater progress than those of the day class, and attributed it to the fact that the night students paid for their own tuition and could not afford to waste their time, while the day students were sent there by their parents and did not have that incentive for study.

The employer who engages an apprentice assumes an obligation to teach him the trade. Many let the apprentices teach themselves. The employer who insists upon the apprentice taking a course of study benefits as much as the apprentice. There is a lot of satisfaction in possessing a mechanic whom you have taught, and one experience of this kind will create a desire for more.

The sheet metal, roofing, warm-air heating and range trades will advance more during the next ten years than ever before, and the employer who has intelligent, educated mechanics will be found at the front.—Metal Worker.

HINTS ON CREATING STEEL CEILING TRADE

Before a dealer can expect to have other merchants in his town show any interest in putting in steel ceilings or side walls in their stores he should have such ceilings or walls, or both, in his own shop. This enables the dealer in sheet metal to have something to show his prospects and give them an idea of what he proposes to do.

It is always easier to sell a man when you can show him exactly what he is buying and point out the advantages of what you are trying to sell, in actual use. Then there is the feeling that the dry goods merchant, the clothier or the grocery man, does not like to be behind the hardware dealer in having his store as modern and sanitary as possible.

This matter of sanitation is coming to be considered more and more these days and furnishes a splendid talking point for the steel ceiling dealer which he should be quick to take advantage of.

Economy

Then there is the question of economy. True economy is no mere figuring of first cost, but in addition thereto, that of maintenance. Try as you will to prevent it a plaster wall will need repairing from year to year, which, of course, is an added expense. With steel ceilings, however, it is entirely different. Once properly installed, a steel ceiling should last as long as the building itself, and require painting no more often than would a plaster one.

In addition, steel ceilings are fireproof, which makes the building in which they are a better fire risk. If in addition to the ceilings the walls also are of steel, that store building is entitled to and ought to get a better insurance rate than one with plaster.

School Houses and Lodge Rooms

One Northwestern merchant has gone after this business energetically and as a result there are very few stores or schoolhouses in his trade territory that are not equipped in the modern way. Schoolhouses offer a splendid opportunity to make profits.

If there are some buildings in town equipped with the steel ceilings, letters can be written to the members of the school board, asking each one to step in at the store next time he is in town and look over something that will add very much to the appearance of the schools and at the same time save the board some money.

When each one has been shown, the merchant can attend the next meeting of the board as a whole and make it a definite proposition to fit out one school with a steel ceiling. He should come before the board with definite figures for a particular building that needs the ceiling more than any other and be prepared to enter into a contract then and there.

Whenever a new schoolhouse is to be put up, a determined effort should be made to have it built with steel ceilings, and if possible, side walls as well. Whoever draws the plans should be communicated with and his help enlisted.

Spare No Effort

In order to get this kind of business, no effort should be spared to bring all the influence possible to bear, for in this way the road to orders will be made easier.

Then there are the lodge rooms, which should all have steel ceilings, and in order to get the orders prominent members should be spoken to individually, and their co-operation secured.

Getting steel ceiling business is not mere order taking, it is creative salesmanship. You are gathering dollars of profits by brain work and by keeping everlastingly at it.

STOVE WORKS BUSY

The effect of the revival of trade as a result of the unprecedented crops in the West and the large expenditures for war materials is showing itself in the stove trade, says an Owen Sound, Ont., exchange. The Canadian Heating & Ventilating Company, of that city, which felt the closing of the market in the West keenly, is feeling the effects of the restoration of confidence which the improved situation brings. After short time and small orders the big plant is now working full time, and in some departments overtime. Additional employes have been engaged and business is almost back to normal.

RANGE REMODELED TO FIT FLAT

A gas range having interchangeable parts was put on the market a short time ago, says the Popular Mechanics Magazine in an illustrated article. With the expenditure of only a few moments' time, a plumber or gasfitter can convert this range into any one of a variety of shapes. For instance, if the owner should happen to live in a house whose kitchen is best fitted for a stove with an oven on the right side, the various parts may be assembled with the oven so placed. If, on moving to another apartment, the oven or other part would be better if differently mounted, the parts can be reassembled to suit. If there is a surplus of parts, sometimes enough can be had to make a handy zinc-covered kitchen table.

Market Situation

During December the outstanding features of business were the splendid Christmas trading, the increasing sales of staple hardware, as compared with a year ago, and the betterment of collections.

Country business continues good, and the snow brought about a fair call for stoves and heaters. Scarcity was noted in some lines, principally cutlery, and skates, sleighs and winter gift lines were greatly in demand.

Many of the metal advances were based on the demand for steel and tools for shell and munitions making. Never before, possibly, have so many price changes been noted in any one year in the history of the hardware trade in Canada as during 1915.

Hardware Prices Still Climbing

Following the trend of market prices throughout the year, hardware prices are still on the upward flight. Cut and wire nails, hemp rope, candle wick and brooms advanced during the first week in December, nails going up 10 cents a keg. Wire, staples, fencing, lead pipe, screws, shovels and valves followed the second week, and black and galvanized pipe, pressed spikes, sash cord and tinned wire came along with new and higher quotations just before Christmas.

New discounts on tin and enameled wares were also given out before the holiday, and a great many changes were made in the bolt list, including carriage and machine bolts, sleigh shoe bolts, fancy head bolts, step and shaft bolts, plow bolts and elevator bolts. Square and hexagon nuts, rivets, coach screws, bolt ends, hammers, augers, brass tubing; brass, bright and ordinary screw-eyes and hooks; cornice hooks, gate hooks and eyes. Stovepipe eyes and planes were among the higher quotations handed out as Xmas gifts.

Advances in Metals

In metals, early in December advances were made on bar iron, steel, sheet brass, tubing, lead sheets, boiler plates and galvanized sheets. These were followed by increased prices on Norway iron, band iron, black sheets; toe calk, cast and hoop steel; boiler tubes and tank plates during the second week of the month. Horseshoe iron, reeled machinery, mining tool and spring steel, tinned iron and Canada plates also came along with new prices during Christmas week.

The Paint Situation

In paints and oils new and advanced prices were made on benzine, castor oil, glass (locally), and glue, with very firm quotations on linseed oil and turpentine, and prospects of advances on ready mixed lines early in the new year.

U. S. IRON MARKET

According to the Iron Trade Review the old year drew to a close with mills overwhelmed with orders, with the pig iron market extremely strong, and with general conditions highly satisfactory, except that, as is usual in periods of intense activity, there was considerable trouble in making deliveries satisfactory to customers, and some mills had much difficulty in obtaining supplies of semi-finished materials.

Tremendous demand for materials for export is still

a prominent feature of the market. It is estimated that the total requirements of the European countries for shell steel now pending in the market will amount to the immense total of nearly 1,000,000 tons, most of which is for delivery during the last half of 1916. France alone is in the market for 40,000 tons of blooms.

With the exception of Russia, which has placed large orders for machine tools, the buying of machinery for export is not as heavy, but the volume of business due to domestic demand is large.

REOPEN GLASS WORKS

The glass works at Mariemont, Jenappes and Dampremy, Belgium, which have been closed since the outbreak of the war, were reopened on full time on January 3. A large number of workmen will be employed.

CRISIS IN CHINESE LEAD MARKET

A crisis has developed in the lead trade in China, according to Consul General George E. Anderson, of Hong Kong. The importation of lead is practically cut off because the Australian Government as a war measure has stopped the export of lead so that the Hong Kong and all other Chinese markets are in serious straits.

Lead pigs and bars imported into China in 1914 amounted to 7250 net tons, valued at \$577,597, as compared with 7502 tons in 1913, valued at \$562,176. Sheet and tea lead imported in 1914 was 230 tons. Nineteen-tenths of these imports came from Australia. Arrivals of lead this year have amounted to only 3000 tons, and the price has been about \$112 per ton as compared with \$68 a year ago. The effect of this shortage is felt particularly in the tea trade, a large quantity of lead being used for manufacturing lead sheets to line tea chests.—Metal Worker, Plumber and Steam Fitter.

STEEL MAKERS' SHORT-SIGHTED POLICY

The New York Sun, through its Paris, France correspondent, is authority for the prophecy that United States steel interests have about killed the goose that has been laying their golden eggs. Especially in steel bars exported to England and France during this war, because of the high prices demanded, four-fifths of their trade has been lost. At a recent conference of French and English steel makers, who met with Albert Thomas, the French Minister of Munitions, and Lloyd George, British Minister of Munitions, arrangements were made with British mills whereby all the British and half the French requirements will be supplied. Stimulated by excessive American prices, French mills are now able to complete requirements which the English mills cannot supply. Hence neither country is now making contracts with the United States.

In times of peace good profits were made on U.S. bar steel, sold in France at \$35 a ton, but the prices have been jumped during the war to \$50, \$60 and \$70 a ton. This latter price made it possible for British and French mills to re-equip their plants and put them on a permanent basis, and they are now able to compete with U.S. steel plants.

Willie—Paw, what is an excuse?

Paw—The only thing you can't think of when you get home at 2 a.m., my son.

For the Man Behind the Counter

A
Department
of Salesmanship

WHAT HAVE YOU GOT OUT OF THE PAST YEAR'S WORK?

Now and again the young man needs to stop and give thought as to what he is accomplishing as time goes on. What profits did you make last year? Did you profit by your labors, or did you, after working like a beaver for twelve months, come out where you went in, with no money balance to your credit and without your position being improved?

Many Merely Work for Their Keep.

If that is about the size of it, then you need to watch out or you will become permanently enrolled in the ranks of those who merely work for their keep.

This is what most men do. They get out of life a living—food, clothing, shelter, pocket money. Some of them seem rich and some seem poor, but actually they are all in the same position, self-supporting and no more, gaining no profit out of their labors, acquiring no assets which will avail them in old age or take care of their dependents if they are suddenly called to quit this workshop of a world.

Year's Operations Should Show a Profit

A man ought to see to it that he gets out of a year's work something more than his keep—something that is, in a real sense, his own and to remain his. What may be called a man's operating expenses ought not to use up all his receipts. His annual turnover ought to yield a profit or there is something wrong with his transactions, and he is a going concern that does not pay. He needs to consult an efficiency expert, who will show him how to build up a rest account and provide for depreciation and renewals.

May be Money or Improved Position.

A man's profits do not necessarily require to be in money saved. If he has improved his position, increased his knowledge and capacity for usefulness to others and therefore to himself, or has widened the field of his activities—that means that he has put his profits into enlarged plant. But, in one way or another, the man who works like a beaver for twelve months ought at the end of that time to have something more to show for it than a stack of punched meal tickets.

SEEING CUSTOMERS

We all know that people as a rule do not enter a store for the purpose of looking around. They're there to buy.

Some clerks, and many other people, for that matter, look at a person but don't "see" them. Now, if you know such a habit to be yours, get after it. It is the result of mind wandering. It's a pretty serious thing to realize that you have just looked at and passed by a well-known customer in your store without the slightest sign of recognition.

The way to cure this is to concentrate. The habit of concentration is easily acquired. It is the dispelling of

all thoughts foreign to the work in which you are engaged.

Women become exasperated at times on discovering a mind-wandering clerk. His wretched lapse of alertness is evident when he asks what the last article was she mentioned, especially when this is done two or three times in giving a fair-size order.

But this seeing customers is a great thing. It means a prompt recognition and prompt attention. People don't like to stand around, but it prevents a whole lot of uneasiness when you say "I am going to wait on you next."

We have, hundreds of times, seen the effect of these words. We have seen the expression change and the order saved.

So the importance of keeping your whole mind and eyes on the trade is very great indeed, and invariably brings its own reward.

Every Clerk Needs Confidence

By Patrick Dougall

WHEN we read the history of great men who have lived before us, we generally find that at one time of their lives they have faced a very difficult problem which barred them from further success in their business. These men generally found that there was a possibility of escaping from the bonds which held them, but it required great forethought and confidence.

Take, for instance, Capt. Berry's remark to Lord Nelson just before the battle of Trafalgar, and the answer which Lord Nelson gave him:

"What will the world say if we succeed?"

"There is no 'if' in this case," replied Lord Nelson. "That we shall succeed is certain."

Need of Confidence in Business.

It is just the same in everyday business. A man with no confidence in himself is like a ship without a

DON'T'S FOR CLERKS

Don't stay out so late nights that you come to work with cobwebs in your eyes.

Don't neglect your fingernails.

Don't neglect your teeth, as your breath will become offensive.

Don't let your personal appearance become untidy. Remember who you are dealing with. People are very quick to notice these things.

Don't try to be funny. Be courteous and attentive to your duties at all times and you will make friends with your customers and sell them more goods than the fellow who tries to be familiar and smart. Remember, your employer is awake and you can rest assured that he will be quick to recognize your ability.

Don't talk to other clerks about your employer.

Don't smoke cigarettes during business hours.

Don't be late mornings or your increase in salary will be late.

rudder. He will drift along with the tide, and will be pleased so long as he is keeping his head above the water.

Present-day business is so keenly competed for that the employer has no room for a man such as that, for a man with no confidence in himself cannot share any confidence from his employer.

Confidence and ambition are two great factors in a young man's life. I once heard it said that a man could do anything if he had the confidence and ambition required to do what he undertook, and I quite believe it.

It may take a long time, disappointments may come, but if that confidence and ambition is strong enough it will overcome all these difficulties.

Plenty of Opportunities.

Usually one hears: "I have never had an opportunity to show what's in me." I do not think that that is correct, for opportunities are always within our reach, only we do not care to disturb ourselves or to go a little out of our way to catch them.

There is a place for every one of you in the business world, and a good place, too, only grasp the opportunity, exercise your confidence and ambition, and more than likely you will possess that which you are aiming for.

SELLING THE CUSTOMER WHO DOESN'T KNOW WHAT SHE WANTS

I heard a sales clerk say in a tone of irritation about a customer: "She doesn't know what she wants. It's an awful job waiting on her." He at once admitted his inefficiency as a salesman, and he will never be a real salesman as long as he holds such an attitude towards particular, undecided, or even fussy customers.

The clerk should not forget that a good many customers have not decided on exactly what they want when they enter a store, and that is what gives him an opportunity to make additional sales. If every customer knew exactly what she wanted, salesmanship would amount to little more than what is accomplished by the street-corner postage stamp automaton, or the slot machine for vending gum or chocolate.

Get friendly with your customer and gain her confidence. Show her that you are interested in her needs and offer suitable suggestions. She will welcome them and you will find it easier to induce sales.

Of course, now and then you run up against a genuine Tartar, whom it is well nigh impossible to thaw out. Yet think a minute! Possibly the woman is in poor health, or maybe things are not going right with her and she has troubles that are a source of irritation—some people have, you know. So just do your best in such cases to wear the smile that won't come off, and sooner or later a loophole will appear, through which she will be reached, when she will soon capitulate.

After all, would it not be terribly monotonous to the live salesman if every customer knew exactly what was wanted?

New clerk (in department store)—Anything I can do for you, ma'am?

Old lady customer—I want to match something.

Clerk—I'm game. What'll it be? Anything from bull pups to pennies!

PRACTICAL HINTS FOR THE CLERK.

By The Boss

Get in the habit of calling the denomination of the bill tendered by customers. It will save the possibility of dispute when you hand them back the change.

* * *

An electric fan directed on the window surface will remove the frost from the glass. When the weather is not too severe, going over the window with a cloth soaked in alcohol will prevent frosting.

* * *

In sweeping, draw the broom along, instead of shooting it ahead and causing the dust to rise.

* * *

Sprinkling the front of the store on warm days helps to make the store cool and also keeps the dust down.

* * *

Olive oil should be kept in a cool place, and, if in glass, where it is not exposed to the light.

* * *

Don't let the smaller little tasks accumulate until they overwhelm you. Keep those things done right up to the minute all the time.

* * *

Some customers do take up more time than they should, but you cannot let them know it without the likelihood of driving them away to stay.

BE LOYAL TO YOUR STORE

We hear a good deal these days about loyalty—especially loyalty to one's country. In the same way the clerk should be loyal to the store for which he works. To be loyal it is necessary to have confidence in the store, the man at its head and their honesty of purpose. If you have not that confidence, you should find another position.

To be loyal to your firm does not mean to merely not criticize it, but to also put forth your best effort to promote its interests. The man who is wrapped up heart and soul in his work is the truly loyal man—always be loyal.

He—I wish I could tell my love for you to the whole world.

She—That part of it has already been attended to. My mother, my aunt, my sister, and my little brother were listening outside the door last evening.

DIG RIGHT IN AND DO IT

WHEN you have some work to do that is a bit disagreeable the best way is to dig right in and do it. It is generally the case that once you get started at it you wonder why you turned up your nose at the prospects of having to do it and why you put it off for a considerable time—meanwhile turning over in your mind the unpleasantness of it. You find that it wasn't very disagreeable after all, and if you had done it right off the bat when the necessity of it became first apparent that you would have saved yourself the unpleasant thoughts that passed through your mind while you were deciding to do it.

It is pretty much like getting up in the morning. We will often lie awake wishing we didn't have to get up, and all the while we know we have to. When eventually we do get out of bed we wonder why we didn't make the break sooner. The best way is to do it "right off the bat."

BUSINESS CHANGES

Alberta

Edmonton—H. W. Wilson, hardware, commenced.

Saskatchewan

Langham—A. T. Riley, hardware, sold to L. Barr.

Elrose—Rossum & Hendrickson Co., Ltd., hardware and furniture, sold to Martin & Fryer.

Bredenbury—Cook Bros. bought out the P. S. Hall hardware stock.

Cabri—Cabri Hardware Co., stock sold to A. L. McKibbin and J. Laidlaw.

Krydor—Scherban & Szntiak, hardware, succeeded by Szntiak & Stus.

Alameda—Scott & Truscott, hardware and harness dealers, sold to McDonald & McLennan.

Ontario

St. Catharines—H. J. Conn & Co., hardware, business taken over by The Levitt Hardware Co.

Toronto—C. P. Godden, hardware, stoves, etc., taken over by Thos. Meredith & Co., Ltd.

Hamilton—Moneur & Cook, electric fixtures, dissolved. Mr. Moneur continues.

Maritime

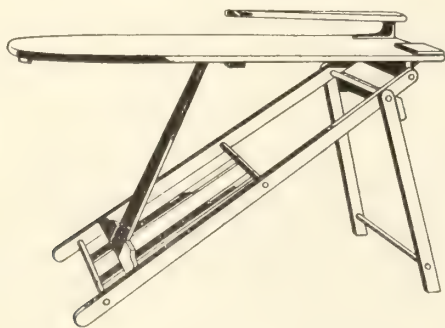
North Sydney, N.S.—Bent & Cahoon, hardware, registered.

Manufacturers' Helps for Retailers

When writing to advertisers kindly mention the
Canadian Hardware Journal

Taylor-Forbes Co., Ltd., Guelph, recently issued a new lawn mower catalogue, and are distributing it throughout the trade. In case any dealer does not receive a copy a post card dropped to the head office will bring one along on the next mail.

The catalogue, numbered H59, is put out for the season 1916. All the mowers shown are of T-F. quality,



have been tested, and the makers have a reputation of 40 years' standing back of them. They are all made of the best material by high grade workmen, and for quality, finish and distinctive mechanical features are in a class by themselves. A guarantee goes with every mower.

The Auto-Strop Safety Razor Co., Ltd., Toronto, just before the Christmas season, authorized dealers, and

advertised the fact to the public, to sell their safety razors on a plan where by paying the retail price to the dealer and leaving name and address of soldier friend at the Front the company would see that one of their auto-strop razors would be placed in the soldier's hands on or before Christmas morning. The dealer transmitted the name and address to the company's Toronto office, and the company cabled the order to London or Paris. The purchaser had a guarantee that the razor was put into his soldier friend's hands and the dealer got his regular profit without handling the goods, the Auto-Strop Safety Razor Co. paying for the cable and incidental expenses.

WARRING POWERS WANT BARB WIRE

"We are simply flooded with orders from foreign countries for barbed wire for war purposes," said a prominent American maker recently. "Within the last four weeks," he continued, "we have received requests for 479,700 tons of this barbed wire. At forty tons per car that means 23,985 cars—which would make a train 250 miles long. They are offering 25 per cent. over the market price for the stuff, too, and they don't care about it being galvanized, which makes it just that much easier to supply, for paint is cheaper than spelter for that commodity."

To back up his statements, the gentleman produced twenty-nine letters containing the requests. Some of them came from firms representing England, some Norwegian concerns, some French, some Canadian, and some indicating that they might be Italian. The Norwegian proposals are supposed to be for Germany. The French orders come from the J. P. Morgan company, and they boldly state "the republic of France desires," etc. The letters averaged 16,000 tons each. Some were willing to take the wire in monthly installments, some at the end of six months, and some even allowing a year's time for delivery.

EXPLOSIVES FOR FARMING

Some of the powder and dynamite manufacturing concerns are advocating the use of explosives in clearing farm lands of stones and large stumps. A blasting concern engaged to clear land in the West blasted 290 large stumps, 197 small ones, 277 clumps of brush containing 812 stumps in two days, using a ton of dynamite and at a cost of 50 cents a stump.

Farmers and dealers doing business in small centres know whether this compares favorably or unfavorably with similar work in their own localities. If favorably, the handling of explosives for this purpose should mean larger profits for dealers.

Explosives, as a rule, are sold at retail by the hardware trade. There are peculiarities about the explosives trade that call for a different method of developing it than is employed in the hardware business generally, but examples like the above should be convincing. Some farmers have used explosives for sub-soiling and ditching.

The turn of the year is a good time for taking stock.

* * *

A young lady entered a book store and inquired of the gentlemanly clerk—a married man, by the way—if he had a book suitable for an old gentleman who had been married fifty years.

Without the least hesitation the clerk reached for a copy of Parkman's "A Half Century of Conflict."

Made in
La Salle, Ill.
by
Westclox



Over Three Million in Profit

BIG Ben has put over three million dollars in clean, honest profit into the tills of 23,000 retailers.

Better still, he's out to put several million more into these same tills.

A stock is ready for Canadian trade—packed 6 in a carton with sales helps.

A mahogany display stand free with an order for 12; names printed on dials with an order for 24.

With an order for 48 we furnish an electric flasher which will attract attention to your window.

In case lots of 24—\$2.05 each. In broken lots, \$2.15 each. Less 2% Retail Price in Canada, \$3.00.

Cut Out the Guesswork in Conduct of Your Business

The business man of to-day cannot afford to guess, he must know for a certainty—Some phases of costs and expenses.

BY WM. J. BRYANS

HIT or miss" method of conducting a business is bad, because it is likely to be mostly "miss." The successful dealers of to-day didn't make money by depending on guesswork—or at least the big majority did not. Here and there we may encounter a dealer who used haphazard methods and has yet been able to collect about him a fair amount of this world's goods, but it has been more by good luck than good management. Such dealers are few and far between, and are now mostly men of past times when expenses were lower than to-day, and when it was possible to make a business go in a kind of a way in spite of bad management.

Must Conduct Business in Business Way.

Those times are now a matter of history, however. The man in business to-day is confronted with rising cost of goods and ever-increasing expenses that make it essential that he conduct his business on a real business basis if he hopes to win out.

Know Your Costs.

A first essential to an assurance of a profit in the retail business is that the dealer know the cost of his goods, for without this he cannot hope to be able to figure a proper selling price. Cost of goods does not necessarily mean the invoice price—but the price of the goods laid down in the dealer's store. The man who pays freight, express or cartage must add these to the invoice price in order to arrive at the actual cost price. To talk to some dealers, you would think that the money for freight and express came from some mysterious source and not from the dealer's cash box. They should always be added to the invoice price to arrive at actual cost.

Must Know What it Costs to do Business.

Cost of doing business is the next important matter that must be known by the dealer if he is going to set a proper selling price, for without a dealer knows how much it costs him to do business, how does he know that he is getting enough profit to cover expenses and leave a sufficient profit for the business itself.

For instance, I know a dealer who sells goods at an average advance of 20 per cent. on cost, which is about 17 per cent. on selling price. Knowing his rent, the clerks he has and taking his own salary and other expenses into consideration, I feel sure that it costs him more than 17 per cent. on sales to do business.

He goes on however, all unconscious that he is losing money, just because he has never gone to the trouble to find out exactly what his expenses are.

Include All the Items in Your Expense Account.

In this connection, I would like to point out that a good many retailers don't include enough in their expense account. There are not a few dealers who add up rent, clerk's salary and a few other odd items and think they have their total cost of doing business. They console themselves that it is pretty close anyway, but this is just where they go wrong. As pointed out before, nothing should be left to guesswork. Every-

thing paid out that is not for goods to be sold or for permanent addition to store equipment should be included in expenses.

Charge Rent Even if You Own Building.

Rent is an important item and there is rent to be charged even though a man owns his building. If the dealer did not occupy it he could rent it. The amount invested in it should draw a dividend and an allowance for rent should pay this dividend. The dealer does not want to be like a man encountered the other day. He had a building valued at \$20,000, on which there was a mortgage of \$10,000. He paid \$600 interest on the mortgage and just charged that amount up as rent. "But what about the \$10,000 that you yourself have invested in the building?" he was asked. "If you had it in the bank or invested elsewhere it would bring returns, and why not in this case? If you had to rent from another man you would have to pay more rent." He came to a realization that a rent similar to that he would have to pay if he did not own the building should be charged in his expense account.

Dealer Should Allow Himself Fair Salary.

Other dealers fail to make an allowance for their own salary. This is another mistake. A dealer should run his business just as if it belonged to someone else and he was acting as manager. In that case he would receive a salary in accordance with his value to the business, and he would have to make a profit on the amount invested over and above all expenses. It should be the same with a man's business. A dealer's salary is not looked after by the net profits. Net profits represent returns on money invested in the business. The dealer should make a reasonable allowance for his own salary in the expense account.

Incidental Expenses Important

Among other items of expense are heat and lighting, clerk's salary, delivery expenses, advertising, taxes, insurance, and a long list of sundry items. The dealer who would know his total actual cost of doing business must watch the incidental expenses. Not a cent should be given out for the benefit of the business without entering it in the expense account. There will be items for printing, stationery, telephone, telegrams, donations, trade paper subscriptions, etc. The man with a credit business will have some further items to add including allowance for bad debts, and cost of collections.

Having arrived at his total and actual cost of doing business the dealer is ready to set his prices so that he will secure a sufficient margin of profit. A large enough percentage, over and above expenses, to allow a reasonable return on investment should be set. If a merchant does \$25,000 worth of business during the year, and his expenses are \$4,250, his cost of doing business is 17 per cent., and he must set this total percentage of profit far enough in advance of that figure to allow a fair dividend on the amount he had invested in the business at the beginning of the year. It is always best to be on the safe side—better to be safe than sorry.

The Brooms you'll never hesitate to boost to the best class of trade because they never fail to give the best kind of service.

It's to your interest to recommend the *best* every time for there is nothing more annoying to the housewife or more injurious to your broom department than poor broom service.

Boeckh's Brooms

are strong and securely sewn, so that there is no danger of the inconvenience of loose strands of corn being strewn about the room. They are made of selected corn with soft velvety tip. They remove dust and dirt without undue wear upon floor or carpet.

And besides giving long satisfactory wear to the user they pay a good margin of profit. Our travellers are now showing samples of our newest designs in

Ideal Carpet Brooms "A" 5 Strings. Ideal Carpet Brooms "B" 4 Strings. Jewel Carpet Brooms 4 Strings

There's no better time than now to get full details and prices

The Boeckh Bros. Company, Limited
TORONTO, CANADA



Made in Canada



Remember Hardware Convention Next February

The executive officers of the Ontario Retail Hardware and Stove Dealers' Association are working on the details for the smooth running of the 1916 convention at the King Edward Hotel, Toronto, on February 22, 23 and 24.

Announcement will be made later in regard to the convention program, but judging from the way in which new members have come in it is safe to say that the coming convention should be one of the biggest and most helpful of the dozen annual sessions of the R.R. H. & S.D.A.

VALUE OF PRICE BOOK

Here are some further additions to the letters received by President Macpherson, telling of the worth of the price book gotten out by the Ontario Retail Hardware Association.

R. H. Bradfield & Co., Morrisburg, Ont.—"These lists, is showing a business-like co-operation that every hardware merchant should have them, they will save him money. Thanks to you."

Sylvester Bros., Stouffville, Ont.—"We appreciate the lists very much."

E. T. Coleman & Co., New Dundee, Ont.—"Lists will be very useful to us."

Eugene A. Lapierre, Buckingham, Que.—"Lists re-

ceived are very highly appreciated and will be a great help in retailing the different lines mentioned."

Frank R. Jackson, Toronto.—"We feel that in the lists you are supplying you are filling a longfelt want, particularly for the small, busy hardwareman, who finds it hard to keep and make lists for himself without outside help. Your association, in publishing these lists, is showing a business-like co-operation that should deserve the hearty appreciation of all its members."

Brocklebanks, Ltd., Arthur, Ont.—"This work is one of the best the O. R. H. & S. D. A. have done. Will look forward to the receipt of other lists."

John Caslor, Toronto, Ont.—"The price lists should bring in some members; they are very handy, ought to pay for themselves."

C. Caswell, Strathfordville, Ont.—"Lists received, am sure they will be very useful."

Brownlee & Atkinson, Unionville, Ont.—"This is a splendid book."

Merrill & Hubbard, Barrie, Ont.—"No one can say the O. R. H. & S. D. A. have not accomplished anything. We are putting the lists in use at once, and hope to receive the others as they are prepared."

J. Henry & Son, Orono, Ont.—"They are certainly going to be a great help to us; wishing you and the association every success."

St. Marys Hardware, Ltd., St. Marys, Ont.—"First class, will be able to use them every day."

May Bros., Toronto, Ont.—"Fine."

Herniston & Comrie, Cornwall, Ont.—"They are very good, and worth price of membership fee."

F. C. Bishop, Norwich, Ont.—"We received price lists and are very much pleased with the same."

THE USE OF CIRCULAR LETTERS

WHILE the dealer in the small centre can use space in the local paper and get good returns for the money expended, the same cannot always be said of the city dealer. His advertising problem is different, because the big city dailies charge high rates and cover a larger field than the average dealer caters to. It is therefore necessary that the city dealer have quite a large establishment in order to find advertising in the local dailies profitable.

This handicap in securing publicity for the store and goods has been overcome by many city dealers by the use of circulars and circular letters. The latter is the most effective means of advertising, because, being typewritten and sent out to customers in an envelope, it gets more attention than an ordinary circular.

Have Something Out of the Ordinary

When you use a circular have one that is out of the ordinary. One that has something striking about it gets a reading just because it stands out predominantly from the dull level of the mass of stuff that is being received. It is bound to make an impression. And where you have done that you are on the first step toward a sale. Try to have your circulars different from those which your competitors are using, approach the question from another angle, with the person they are addressed to in mind, and not simply your own likes and dislikes directing your work, as is so often the case.

Look to Proper Distribution

The second step in circularizing is distribution. A circular may be well written and carry a fine appeal, but unless it reaches the person to whom it is directed it is so much waste paper. The ordinary way is to hire a boy or two and pay them a few cents to go around distributing them. When this is the case boys cover a great deal of territory in a very short time, and the circulars can be usually found dumped in some vacant lot or some other out of the way place. The temptation to do this is usually too strong to be resisted, and you are out not only the cost of the distribution but the cost of the circulars as well.

Distribution through the mails costs you more, but gets you more as well, for usually the person for whom it is intended receives it—that is, if your mailing list is accurate and kept up to date. This is very important. Compile your list from sources of undoubted accuracy, and check it up at short intervals, for dead names invariably mean wasted money.

The third essential to success in advertising is to keep everlastingly at it. What is more important in advertising is the accumulative effect, and the only way to do that is to try, and try again. Few persons respond readily to your sales talk the first time that they receive it; the chances grow better as the times increase.

ILLUSTRATING NEED OF SALESMANSHIP

A successful retailer recently related to an editor of the Canadian Hardware Journal one of his early experiences as a clerk, illustrating just how important it is to understand salesmanship in order to make real progress behind the counter. He had been clerking in a small store and took a position in a big modern store.

In his own words: "When I got through on the first

day I was convinced that I didn't know very much about the business. It had just taken one day in a big modern store to convince me of the fact. For one thing, I didn't know much about salesmanship. This was demonstrated to me by contrasting my methods with those of a fellow clerk. I really thought that this fellow knew everyone who entered the store that first day, from the pleasant greeting he gave everyone. As to the salesmanship, if a customer came in for a package of borax, I would ask if they wanted a 5, 10, 15 or 25 cent. package. The customer would take a small package. When a customer asked this fellow for borax, he would wrap up a pound package and she would take it without question.

"Again, I remember an instance where a customer came in for a broom. I asked her what priced one she wanted. She thought one about 25 cents would do. I sold her one at that price, and it wasn't a very good one either. That was not the method used by my fellow clerk, however, when a customer asked for a broom next day. He put the whole assortment before her and sold her a 50 cent one at a good profit.

"I soon realized that if I was going to make any headway that I must study salesmanship, and I think that it is even more necessary that the clerk of to-day knows how to sell goods."

BE NOT ONLY FULLY, BUT WELL, INSURED

In addition to being fully insured, the merchant should make certain that he is well insured—that his insurance really insures and gives him protection. A reliable company should be selected. Policies should be carefully examined, so that in case of fire he will really receive the amount he expects.

If the dealer is insured in more than one company he should see that each has notice of the insurance carried by the other. This should be looked after, because in the past some companies have used it as a reason for default of payment.

Then again, see that policies read concurrently—that the description of your stock and premises is worded in the same way in each policy if insured with more than one company.

Fire is something in which the dealer wants to use the ounce of prevention. No matter how well he is insured, the honest dealer does not want to have a fire, because it interferes with business to a considerable extent. Every precaution should be taken.

Premises should be kept clean and free from rubbish and waste paper. Clerks should be instructed to be careful in the use of matches. Electric wiring needs attention. Flimsy decorations should be eliminated.

This may all seem like a good deal of "preaching," but it is all worthy of the attention of the dealer. Every dealer should protect his savings from years of hard work from being wiped out.

They tell a story of a country lad who went to the city and tried for a job on the police force.

He passed the physical tests hands down, but the written examinations gave him a little trouble.

One of the questions was: "A man buys an article for \$12.25 and sell it for \$9.75, does he gain or lose on the transaction?"

After pondering over the question our rural friend finally answered in this way: "He gains on the cents, but loses on the dollars."

1916 In beginning the new year

Look back over 1915 the past year

Do you remember last Spring, when you found that you could have handled much more paint business, that probably slipped past, by your not being sufficiently stocked with a good assortment of **B-H "ENGLISH" PAINTS**.

What occurred last season is liable to occur to a greater extent this season, for undoubtedly **B-H "ENGLISH" PAINT** will enjoy a much wider sale and a greater demand than ever before.

Our new advertising campaign for this season is going to develop a great deal of new business, we believe, and it is not a bit too early to make your arrangements to meet the demand for **B-H "ENGLISH" PAINT**, which opens early in the season.

BRANDRAM - HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

PREVAILING MARKET PRICES

Toronto.

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS

Aluminum, ingots	0 65
Antimony, per lb.	0 40
Brass rods, ½ to 1 inch. .	0 44
Sheets, up to 20 gauge. .	0 46
Tubing, 1 inch base.	0 42
Copper, ingots, casting. .	0 21 ¼
Sheets, plain, 14 oz.	0 29 ½
base	0 35
Sheets, tinned, 14 oz. .	0 35
base	0 38
Sheets, planished, 14 oz. .	0 29 ½
base	0 31
Sheets, braziers	0 31
Bars, round ½ to 1 in. .	0 31
Black Sheets, 28 gauge base,	
Toronto	3 50
Montreal	3 50
Canada Plates—	
Ordinary, 52 sheets, To-	
ronto	3 50
All bright, 52 sheets. .	5 00
Galvanized Apollo Ordinary	
18x24x52	6 00
60	6 25
20x28x80	6 50
20x28x80	13 00
Galvanized Sheets (Corrugated)	
10 p.c. off.	
22 gauge, per square. .	9 00
24 gauge, per square. .	7 50
26 gauge, per square. .	5 25
28 gauge, per square. .	5 00
"Premier" galvanized steel	
sheets (f.o.b. Hamilton or	
Toronto)	5 75
10% oz.	5 50
U.S. No. 28	5 25
U.S. No. 26	5 00
No. 22 and No. 24.	4 80
No. 18 and No. 20.	4 60
No. 16 ga.	4 40
No. 14 ga.	4 20
25c. more for less than 5 bdl. lots.	
Galvanized Sheets, Fleur Queen's	
de Lis Head	5 15
16-20 gauge ..	5 40
22-24 gauge ..	5 50
26 gauge	5 75
28 gauge	6 00
Apollo brand	4 35
24 gauge	5 00
26 gauge	5 30
28 gauge	5 50
10% oz., equal to 28	
Eng.	5 50
25c. more for less than case lots.	
Bar Iron, per 100 lb. .	2 50
Forged iron	2 25
Refined horseshoe iron. .	2 95
Sleigh shoe and mild	
steel	2 60
Iron finished steel	2 85
Tire steel	2 75
High speed steel	1 80
Lead, Canadian pig.	7 00
Sheets, base, 3½ lbs. sq.	
ft.	9 25
Pipe	10 00
Waste pipe	11 00
Traps and bends	25 p.c.
Solder, half and half, lb. .	0 27 ½
Spelter, foreign, per 100	
lb.	19 00
Sheet zinc, 5 cwt. casks. .	23 75
Tin ingots, 100 lbs.	43 00
Tin Plates, charcoal—	
M. L. S. and Famous	Per box
I O, 14x20 base	8 00
I X, 14x20 base	9 00
I X X, 14x20 base	10 25
"Dominion Crown Best"—Ret-	
inned.	
I O, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 50
"Allaway's Best"—Standard	
Quality.	
I O, 14x20 base	5 00
I X, 14x20 base	6 00
I X X, 14x20 base	7 00
Bright Cokes, Bessemer Steel.	
I O, 14x20 base	4 75

Terne Plates.

I C, 20x28, 112 sheets 9 25

Tinned Iron.

72x30 up to 24 gauge, case lots 11 00

72x30 up to 26 gauge, case lots 11 50

Scrap Metal, Dealers' Buying

Prices—

Heavy Copper and Wire, lb. 0 16 ¼

Light copper bottoms. . 0 15

Heavy red brass 0 11 ½ || Heavy yellow brass | 0 11 ½ |
Light brass	0 09 ½
Heavy lead	0 05 ¼
Tea lead	0 04 ¼
Scrap zinc	0 12 ¾
No. 1 wrought iron.	8 00
Machinery cast scrap	
No. 1	12 00
Stove plate	8 50
Malleable	9 00
Miscellaneous steel	8 00
Iron Pipe, per 100 feet—	
Black base, 1 inch.	5 10
Galvanized base, 1 inch .	8 42
Iron Pipe Fittings—	
Canadian malleable, 30, 2½; cast	
iron, 65; standard bushings, 65;	
headers, 60; flanged unions, 60;	
malleable bushings, 60; nipples,	
77½; malleable lipped unions,	
65; plugs, 60.	
Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 65 and 10; 7 and	
8 in. pipe, 45 off.	
PAINTS AND GLASS	
Barn Paint, barrel lots—	
Gallon tins	80 95
Chemicals, in casks, per lb.—	
Arsenate of lead	0 09
Sulphate of copper (blue	
stone)	0 07
Litharge, ground	0 07
Litharge, flaked	0 07 ½
Green copperas (green	
vitriol)	0 01
Sugar of Lead	0 09
Colors in Oil—	
Venetian red, 1 lb. tins,	
pure	0 13
Chrome, yellow, pure ..	0 25
Golden ochre, pure	0 16
French ochre, pure	0 14
Chrome green, pure	0 13
French permanent green,	
pure	0 17
Marine black, 25 lb.	
irons	0 06
Signwriters' black, pure	
0 22	
Glue, in sheets	0 12
1 lb. pkgs (Brantford). .	0 25
Petroleum—	
Can. prime white, gal. .	0 13 ½
U.S. water white	0 17
U.S. Pratt's astral	0 17 ½
Castor oil, per lb., in	
bbbs.	0 13 ½
Motor Gasoline, single	
bbbs.	0 25 ½
Benzine, per gal., single	
bbbs.	0 25
Putty—	
Bulk, 100 lb. drums. .	2 70
Bladders in barrels	3 10
Ready Mixed Paints—	
Per gal., qt. tins 1 85 2 25	
Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt.	9 25
Genuine, 100 lb. kegs,	
per cwt.	9 65
Shingle Stains—	
In 5-gallon buckets ..	1 15
Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels	0 87
Linseed Oil, single bar-	
rel, raw	0 87
Linseed Oil, single bar-	
rel, boiled	0 90
Resin, "G" grade, bbl.	
per 280 lbs.	7 00

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing. .	3 00
Elastic oak	1 50
Furniture, polishing ..	2 00
Furniture, extra	1 20
Furniture, No. 1	1 15
Light oil finish	1 85
Gold size japan	2 00
Turps brown japan	1 85
Baking black japan	1 85
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	1 05
Pure white shellac var-	
nish, in barrels	1 90
Pure orange shellac var-	
nish, in barrels	1 75

White Lead—

Canadian pure, ton lots	9 60	11 00
Canadian pure, less than tons	9 90	11 50

Zinc—

Extra Red Seal, V.M. (dry) 100 lb. kegs. .	0 25
Pure, in 25-lb. irons (in oil)	0 24

Window Glass—

United Inches	Star	D.D.
Under 25	7 80	11 90
26 to 34	8 15	12 85
35 to 40	8 50	13 60
41 to 50	11 75	15 50
51 to 60	12 25	15 85
61 to 70	13 10	16 80
71 to 80	14 75	18 35
81 to 85	22 75	
86 to 90	24 35	
91 to 95	25 00	
95 to 100	29 00	
Toronto, 42½ p.c.		

Miscellaneous—

Beeswax, per lb.	0 38
Orange mineral, 100 lb. kegs.	0 10
Pine tar, ½ pt. tins, doz. .	0 65
Plaster of Paris, bbl. .	2 25
Paris white, bbls.	1 25
Whiting, gilders, bolted	
1 25	
Whiting, plain	1 00

HEAVY HARDWARE

Anvils, Taylor-Forbes ... 0 05 ½

Chain—Proof coil, per 100 lb.: ¼

in., \$9.00; 5-16 in., \$5.90; ¾ in., \$4.95; 7-16 in., \$4.55; 1 in., \$4.00; 9-16 in., \$4.20; 1¼ in., \$4.10; ¾ in., \$3.95; ¾ in., \$3.80; 1 in., \$3.70.

Stall fixtures, \$5; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 85 and 5.

Forges—

Blacksmith's portable, 135 lbs.	9 85
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Horse Nails—

\$2.65 per box base No. 9 and larger; Sampson No. 10 base, \$2.25.
Less 10 p.c.

Horsehoes—Iron, light and

medium No. 1 and smaller, \$4.40; No. 2 and larger, \$4.00; snow pattern, No. 1 and smaller, \$4.40; No. 2 and larger, \$4.15; "X.L." new light steel, No. 1 and smaller, \$4.60; No. 2 and larger, \$4.35; "X.L." feather-weight steel, No. 0 to 4, \$5.75; special countersunk steel, No. 0 to 4, \$6.25 pkg.; toe-weight, all sizes, \$6.75.

Toecalks Standard, J.P. & Co.

"Blunt" No. 1 and smaller, \$1.50; No. 2 and larger, \$1.25; "Sharp" No. 1 and smaller, \$1.75; No. 2 and larger, \$1.50 per box. 25-lb. boxes.

Wire Nails, base

Cut nails—Montreal, \$2.70; Toronto, \$2.90.

Miscellaneous wire nails, 75 p.c.

Coopers' nails, 33 1-3 p.c.

Pressed spikes, ¾ diameter, per 100 lbs., \$3.45.

Hay Baling Wire (annealed)—No.

12 and 13, \$4.25; No. 13½, \$4.35; No. 14, \$4.50; No. 15, \$4.75 in lengths 6 ft. to 11 ft., 10 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, \$3.85,

six strand.

Coiled Spring Wire—

High Carbon, No. 9, \$3.50; No. 12, \$3.65, Montreal.

Fine Steel Wire—25 per cent.

Galvanized Wire—From stock,

f.o.b. Montreal—100 lbs., No.

9, \$2.25, base. In car lots

straight or mixed.

Poultry Netting—Prices withdrawn

Smooth Steel Wire—Base, \$3.90

Wire Fencing, car lots—Toronto

Galvanized, barb. 3 45

Galvanized, plain twist. 3 10

Fence Staples—Bright, \$3.20; gal-

vanized, \$4.05.

Wire Rope—Galvanized, 1st grade,

6 strands, 24 wires, ¾, \$7 25;

1 inch, \$21.00.

Black, 1st grade, 6 strands, 19

wires, ¾, \$6; inch, \$18.50. Per

100 feet f.o.b. Toronto.

Vises, per lb. 0 12

Hinged pipe vise, 25 lbs. 3 55

Saw vise 4 50 || Blacksmiths', 60; parallel, 45 | |
| per cent. | |

GENERAL HARDWARE

Adzes—Carpenters'

per doz. 12 50 14 00

Axes—Single bit,


per doz. 6 75 9 50

Double bit, per

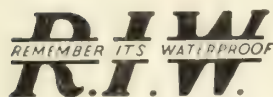
doz. 10 50 12 00

Bench axes 9 60 || Broad axes | 22 75 |
Hunters' axes ..	5 00
Boys' axes ..	5 75
Lathing	
hatchets ..	4 70
Shingle hatchets 1 45 6 75	
Claw hatchets. 1 70 6 00	
Barrel hatchets 5 50 6 85	
Ammunition—Remington Arms U.	
M.C. Co., Resale discounts Eastern	
Canada: 22 Short Lesmok,	
22 Long Lesmok and Smokeless,	
40—2½ p.c. off; 22 Short	
Smokeless, 50—2½ p.c. off; 22	
Long Rifle Lesmok and Smoke-	
less, 30—2½ p.c. off; 41 Savas	
Ball and Shot Cartridges, 26½	
p.c. advance; all other R. F.	
Ball Cartridges, 17½—5 p.c.	
cent. off; all other R. F.	
Shot Cartridges, 20—15 p.c. off;	
Centre Fire Pistol and Rifle Ball	
Cartridges, 15½ p.c. advance;	
Centre Fire Pistol and Rifle Shot	
Cartridges, 4 p.c. off; Centre	
Fire Military and Sporting Ball	
Cartridges, 26½ p.c. advance;	
Centre Fire Military and Sport-	
ing Shot Cartridges, 15 p.c. ad-	
vance; Primed Shells and Bul-	
lets, 20 p.c. advance; Brass shot	
Shells First Quality, 30—10 p.c.	
off; Brass Shot Shells, Second	
Quality, 15 p.c. off; Loaded	
Paper Shot Shells, New Club,	
15 p.c. off list; Nitro Club and	
Remington, 20—5 p.c. Arrow,	
25—10 p.c. Ball caps, B.B.	
Caps, \$2.30 per M net; C. B.	
Caps, \$2.95 per M net; Blanks:	
R. F. 22 Short, \$2.30 per M net;	
R. F. 32 Short, \$3.75 net; C. F.	
32 STW., \$8.25 per M net; C.	
F. 38, STW., \$10.45 net. Other	
blanks, 10 p.c. less than ball.	
Smokeless, Grand Prix, Eley, 20	
and 5 p.c.; "Crown" Black	
Powder, 15 and 7½ p.c.; "Sov-	
ereign" Bulk Smokeless Pow-	
der, 20 and 7½ p.c.; "Regal"	
Dense Smokeless Powder, 20 and	
7½ p.c.; "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder, 20 and 5 p.c.; Canuck	
Smokeless, 20 and 7½ p.c.;	
Empty shells, 27½ p.c.; 90 days	
net.	
Shot standard, 100 lbs., Toronto,	
\$10; Montreal, \$9.75; net ex-	
tras, as follows, subject to cash	
discount only: Chilled, \$1.25	
bulk and seal, 50c; No. 28 bbl.,	
\$1.20 per 100 lbs.; bags less	
than 25 lbs., ¼ c. per lb. f.o.b.	
Montreal, Toronto, Hamilton,	
London, St. John and Halifax	
freight equalized.	
Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 40; Gil-	
mour's auger, 70; Rockford's	
auger, 50 and 10; Gilmour's	
car, 47½; Clark's expansive,	
40. Jennings' Gen. auger, net	
list.	
Barn Door Hangers—	
Double straphangers, doz.	
sets	6 50
Standard jointed hangers,	
doz. sets	6 45
Steel, track, 1 x 3-16 in.	
(100 ft.)	3 25
Bolts and Nuts—	
Carriage Bolts, common new \$1	
list ¾ and smaller, 60 and 5	
per cent.	

Important Notice to Engineers, Architects, and Contractors in the Dominion of Canada:

Dating January 1st, 1916, the well known Toch Brothers'  Products, which have been made heretofore at Oakville, Ontario, will be manufactured in connection with the International Varnish Company's factory in Toronto.

The increased facilities will enable us to put out a more extensive line of our specialties throughout the Dominion, and increased distributing facilities will be arranged for.



DAMP RESISTING PAINT CO.
TOCH BROTHERS
OAKVILLE, ONT., CANADA

INTERNATIONAL VARNISH CO.
TORONTO, ONT., CANADA

Carriage Bolts, 7-16 and up, 45 and 5 per cent.
Machine bolts, 3/8 and less, 60 and 5 per cent.
Machine bolts, 7-16 and up, 50 and 5 per cent.
Bolt Ends, 50 per cent.
Sleigh Shoe Bolts, 3/8 and less, 50 and 5 per cent.
Sleigh Shoe Bolts, 7-16 and larger, 45 and 5 per cent.
Coach Screws, new list, 65 and 5 per cent.
Nuts, square, all sizes, 3 1/4 c. per lb. off.
Nuts, hexagon, all sizes, 3 1/2 c. per lb. off.
Stove rods, per lb., 5 1/2 c. to 6c.
Stove bolts, 82 1/2 per cent.
Bells—Door bells, push and turn, 45 and 10 per cent.
Cow bells, 65 per cent.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, \$1.15 up.
Farm bells, No. 1, \$1.65.
Building Paper, Etc.—
O.K. paper, per roll, 0 95
Plain Fibre, No. 1, per 400 ft. roll, 0 50
Tarred Fibre, No. 1 per 400 ft. roll, 0 62
Tarred Fibre, No. 1, 25 lb., per roll, 0 62
Dry Fibre, No. 1, 0 50
Plain Surprise, per roll, 0 42
Resin sized Fibre, per roll 0 42
Asbestos building paper, per 100 lbs., 3 50
Heavy straw, plain and tarred, per ton, 36 00
Carpet Felt, per 100 lbs., 2 60
Tarred wool roofing felt, per 100 lbs., 2 10
Heavy Fibre, 32 and 60, 100 lbs., 2 00
2 ply Ready Roofing, per square, 0 75
3 ply Ready Roofing, per square, 0 95
2 ply complete, per roll, 1 15
3 ply complete, per roll, 1 35
Liquid Roofing Cement, bbls., per gal., 0 17
Liquid Roofing Cement, tins, 0 19
Crude Coal Tar, per barrel 4 50
Refined Coal Tar, tins, per doz., 1 25
Refined Coal Tar, per barrel, 5 50
Shingle Varnish, per bbl., 5 00
Caps, per lb., 0 05
Nails, per lb., 0 05
Mop, cotton, per lb., 0 17
Butts—Plated, bowler barff and nickel, 45 per cent.
Wrought brass, 45 per cent. off revised list.
Cast iron loose pin, 60 per cent.
Wrought steel, fast joint and loose pin, 70 and 5 per cent.
Cement—Portland, bags per bbl., 1 50 1 85
Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz., 2 50
Conductor Pipe—
2 inch, in 10 ft. lengths, 4 00
3 " " " 4 85
4 " " " 6 40
5 " " " 8 75
6 " " " 10 65
Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list, plus 5c.
Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.
Door Hangers (Parlor)—
Single sets, each, 1 80
Double sets, each, 3 25
Unbreakable rail, 100 feet 5 00
Draw Knives—
Carpenters' 6 inch, doz., 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 in., doz. 1 80
Escutcheon Pins—Steel, discount 50 per cent. Brass, 50 per cent.
Favetrough—
8 in. in 100 ft. lengths, 3 02
10 " " " 3 80
12 " " " 3 88
15 " " " 5 58
Factory Milk Cans—
Milk cans and pails, 33 1-3 p.c.
Hand delivery and creamery cans, 33 1-3 p.c.
Railroad and cream cans and taps, 40 and 10 p.c.
Creamery trimmings, 33 1-3 p.c.

Files and Rasps—
Diaston's Great Western, American, Kearney & Frost, Globe, all 75; Black Diamond and Nicholson, 60 and 20. Jaxott's (Eng. Fish list) 27 1/2, Delta 62 1/2.
Hammers—Tack, iron, doz., 0 35
Ladies' claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz., 1 25
Adze eye, hickory handle 1 lb., doz., 6 25
Adze eye, straight claw, 1 lb., doz., 7 00
Farriers' hammers, 10 oz., doz., 5 50
Tinners' setting, 1/2 lb., doz., 4 50
Machinists', 1/2 lb., doz., 3 20
Sledge, Canadian, 5 lbs. and over, 0 07
Sledge, Masons, 5 lbs. and over, 0 07
Sledge, Napping, up to 2 lbs., 0 10 1/2
Harvest Tools—
Samson, best quality, 40, 7 1/2 per cent.
Sidewalk and stable scrapers, net, \$2.25.
Wood hay rakes, 40 and 10 per cent.
Lawn rakes, net.
Hinges—Blind, 50 per cent.
Heavy T and strap discount, 40 per cent.
Light T and strap, 67 1/2 p.c.
Screw hook and hinge, \$4.50, \$5.25.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.
Hinges (Spring)—Per gross—No. 5, \$18.00; No. 10, \$19.50; No. 20, \$8.50; No. 50, \$24; No. 51, \$9.60; No. 120, \$17.40.
Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.
Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 23c. per foot up.
Lanterns—No. 2 or 4 Plain Cold Blast, per doz., \$7.25.
Lift Tubular and Single Plain, per doz., \$5.25.
Japanning, 50c. per dozen extra.
Prism Globes, per dozen, \$1.20.
Lamp wick, 50 per cent.
Lawn Hose—Competition grade, 70 and 10.
Locks and Keys—Canadian 50 and 10 per cent.
Mallets—Tinmiths', 2 1/2 x 5 1/2 in., per doz., 1 65
Carpenters', round hickory, 6 in., 1 95
Lignum Vitae, round, 5 inch, 3 65
Caulking, No. 8, oak, 17 80
Mattocks—6 lb., 18 inch, \$6 doz.
Picks, 6 to 7 lb., \$4.65 doz.
Pick handles, \$1.85 dozen.
Prospectors' hammers, 16 1/2 c. per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 3 1/2 cents per lb.
Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.
Davidson oilers, 45 p.c.
Zinc and tin, 45 p.c.
Coppered oilers, 45 p.c.
Brass oilers, 45 p.c.
Malleable, 25 p.c.
Planes—Wood bench, Canadian, 15 per cent.
Wood, fancy, 15 per cent.
Rope and Twine—
Sisal rope, 0 11 1/2
Pure Manila rope, 0 16
"British" Manila, 0 13 1/2
Cotton, 3-16 inch and larger, 0 21
Russia Deep Sea, 0 28
Jute, 0 11 1/2
Lath Yarn, single, 0 08 1/2
Lath Yarn, double, 0 09 1/2
Sisal bed cord, 48 feet, per doz., 0 72

Sisal bed cord, 60 feet, per doz., 0 90
Sisal bed cord, 72 feet, per doz., 1 08
Cotton clothes line, 18 off.
Bag, Russian twine, per lb., 0 27
Wrapping, cotton, 3-ply twine, 0 21 1/2
Wrapping, cotton, 4-ply twine, 0 23 1/2
Mattress twine, per lb., 0 45
Staging twine, per lb., 0 35
Rivets and Burrs—Iron Rivets, black and tinned, 70.
Iron Burrs, 70 per cent.
Copper Rivets, usual proportion of burrs, 20 p.c.
Copper burrs only, net.
Rivet Sets—Canadian, 35 to 37 1/2 per cent.
Sad Irons—Mrs. Potts, No. 55, polished, per set, 0 85
Mrs. Potts, No. 50, plated, per set, 0 90
Mrs. Potts, handles, japanned, per gross, 8 40
Common, plain, 5 00
Common, plated, 5 50
Asbestos, per set, 1 50
Sand and Emery Paper, 40 p.c.
Sash Weights—
Sectional, 1/2 lb. each, per 100 lbs., 2 40
Solid, 3 to 50 lbs., 1 60
Sash Cord—No. 5, per lb., 0 50
Screws—Wood, F. H., bright and steel, 85 10 10.
Wood, R. H., bright, 80, 10, 10.
Wood, F. H., brass, 67 1/2.
Wood, R. H., brass, 65.
Wood, F. H., bronze, 60.
Wood, R. H., bronze, 57 1/2.
Drive screws, 65 10 10
Set, case hardened, 60 and 10
Square cap, 60 and 10
Hexagon cap, 60 and 10
Bench, wood, per doz., \$5.00
Bench, iron, per doz., \$4.25
Screws (Machine)—
Flat head, iron and brass, 30 per cent.
Fillister head, iron, 30; brass, 25 per cent.
Shovels and Spades—
Canadian No. 1, 50 and 10; No. 2 grade, 50 p.c.
No. 3 and 4 grade, 40 per cent.
Soldering Irons—
Base, per lb., 33 cents.
Sap Spouts—
Bronzed Iron with hooks, per 1,000, 6 00
Eureka tinned steel hooks, per 1,000, 8 00
Staples—
Poultry netting, 100 lbs., 4 85
Bed, 100 lbs., No. 14, 6 75
Blind, per lb., 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.
Stovepipes—
5 & 6 in., per 100 lengths 8 50
7 inch, per 100 lengths, 9 00
Nestable, 40 per cent.
5 and 6-inch elbows, per doz., 1 46
7 inch elbows, per doz., 1 64
Thimbles, 70 p.c.
Carpet Tacks—Blued, 80 and 10; tinned, 80 and 15; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; 1/4 weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82 1/2; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 16; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87 1/2; trunk tacks, 80 and 20; strawberry box tacks, 75 and 12 1/2.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.
Tinners' Snips—35 per cent.
Tinners' Thermometers—46 p.c.
Plain, 70.
Retinned, 70.

Traps (steel game)—Newhouse, 40 per cent.
Hawkey & Norton, 57 1/2 per cent.
Victor, 70 per cent.
Oneida Jump (Star), 65 p.c.

Wheelbarrows—
Navy, steel wheel, dozen 26 25
Garden, steel wheel, doz. 39 60

Wrought Iron Washers—Canadian, 45 per cent.

Wire Cloth—Painted Screen, in 100 ft. rolls, \$1.70 per 100 sq. ft.; in 50-ft. rolls, \$1.75 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., \$9.00.

HOUSEFURNISHINGS

Stoves and Ranges—
Gas ranges, 50 per cent.
Stoves and ranges, 50 and 5 per cent.
Furnaces, 45 per cent.
Registers, 70 and 10 per cent.

Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00.
Kitchen Sinks—Cast iron, 16 x 24, \$1; 18x30, \$1.15; 18x36, \$1.95.
Flat rim enameled sinks 16x24, \$2.65; 18x30, \$3.10; 18x36, \$4.15.

Enameled Ware—White ware, 70 and 10 per cent.
Canada, Diamond, Premier, 50 and 2 1/2 per cent.
Pearl, Imperial, Crescent and granite steel, 60 and 10 p.c.
Star decorated steel and white, 20, 10 and 5 per cent.
Hollow ware, tinned cast, 40 per cent. off.
Enameled street signs, 50 per cent.

Copper Ware—Copper boilers, kettles, 40 per cent.
copper tea and coffee pots, 40 per cent.
Copper pitta, 10 per cent.

Galvanized Ware—Dufferin pattern pails, 20 and 10 per cent.
Flaring pattern, 42 1/2 per cent.
Galvanized washtubs, 20 and 10 per cent.

Pieced Ware, 33 1-3 per cent.—
Copper bottom tea kettles and boilers, 20 per cent.
Coal hods, 33 1-3 per cent.
Boiler and tea kettle pitta, 40 per cent.

Stamped Ware—Plain, 70 per cent.
Retinned, 70 per cent.

Silverware—Holloware, 40, flatware, 40 and 10.

Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Hamilton, London, and St. Marys, 40 per cent.; f.o.b. Ottawa, ston and Montreal, 37 1/2 p.c.

Washing Machines—
Dowsell, 5 00
New Century, Style A, 9 00
Ideal Power, 16 00
Stephenson, (net), 6 00
Puritan Motor, 16 00
Low Pressure Water Motor Washer, 16 00
Connor Ball Bearing, with rack, 10 25
I X L, 10 00
Gem, 8 75
Winner, 8 00
Connor Improved, 5 00

Discount, 25 p.c.

Wringers—
Royal Canadian, 11 in., doz., 45 25
Eze, 10 in., 51 75
Bicycle, 11 inch, 58 25
Trojan, 12 inch, 100 00
Unexcelled, 104-E, 72 00
Favorite 531E and 521E, 57 75
Domestic 531E and 541E, 68 00
Challenge 311E and 321E, 51 00
Ottawa 331E and 341E, 56 25
Sunlight 111E and 121E, 44 25
Sunlight 111, 42 00
Royal Canadian 151, 45 25

Discount, 20 p.c.

We wish to thank our many good friends in the trade for their hearty co-operation during the past year in extending the sales of our products and trust we will continue to merit their valued patronage during 1916.

*Our proposition for 1916 will be even
more attractive than ever before*

BENJAMIN MOORE & CO., LIMITED

Manufacturers of Muresco, Paints and Varnishes

WEST TORONTO

CANADA

For sale or exchange, hardware and implement business in Thamesville, established fourteen years; turnover \$25,000 per annum. Property, \$2,300. Stock, invoice prices. Reason for selling, going West. W. J. Weller, Thamesville, Ont. dj

WANTED to hear from the owner of a good hardware store for sale. State cash price, description. D. F. Bush, Minneapolis, Minn. 9/5/3

MULTIGRAPHING—We are now in position to supply any of our clients with excellent multigraph work at lowest cost. The Commercial Press, Limited, 32 Colborne St., Toronto. tf.

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The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

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WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

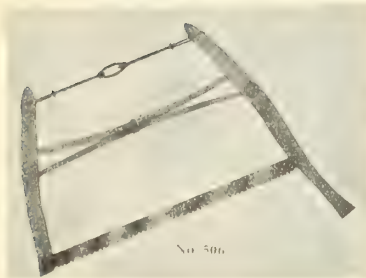
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TWO PROFITABLE SAWS

Atkins No. 5 Perfection is the Finest Cross-Cut Saw that has ever been made. The **Sterling Steel** used is as fine as razor steel. Our dealers are making more profit on them because they are worth more and bring a higher price.

The entire line of ATKINS' SAWS sell to the lovers of fine tools because they are covered by a Money Back Guarantee if they fail to give perfect satisfaction.



Atkins Wood Saw Blades and Frames complete.
Fully up to the Atkins standard.



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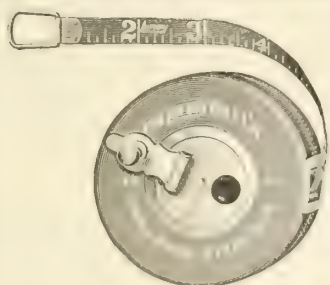
AND COMPANY

Factory: Hamilton, Ont.

Vancouver Branch: 109 Powell Street

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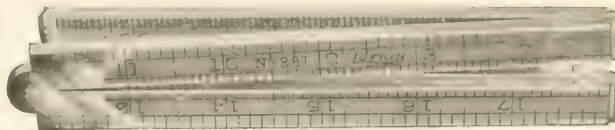
LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

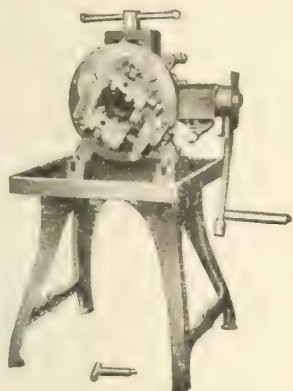
Back of that are these causes—*The quality put into the goods—The reputation they bear among users.* But, the thing that most deserves your attention as a dealer is this fact—**THEY WILL MOVE.** *Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules.* More of them are in use than any other make.

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ARMSTRONG PIPE THREADING AND CUTTING OFF MACHINES

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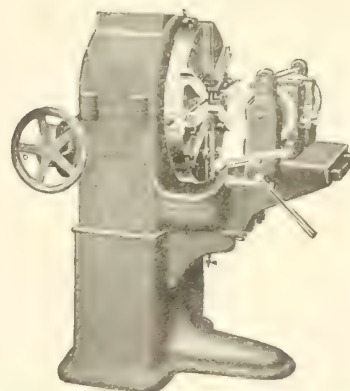
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Step Ladders, Ladder
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*Write for our
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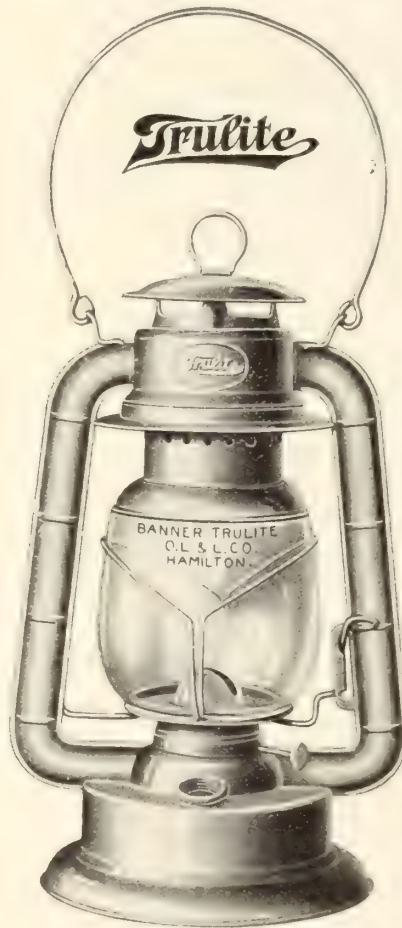
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CANADIAN HARDWARE JOURNAL

Circulates
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Province

Covers the
Stove and Heating
Metal Working
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

Vol. 8

TORONTO, FEBRUARY, 1916

No. 2



**REMINGTON
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PROFIT AND SATISFACTION



There's a charge of satisfaction packed away in every Remington-UMC load. When liberated, it shows in a smile of appreciation on the shooter's face—his shot has gone home! You see it again on the dealer's face—pleased customers, quick sales, good margins, publicity! You see it all over our big Windsor plant, because our rock-bottom prices are getting us business by leaps and jumps.

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"Remington" Loaded Shot Shells. The lowest price GOOD Smokeless Shells in Canada. Very popular.

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Most successful hardware stores show this sign. Good sportsmen know it well.

E. P. N. S. Hollow Ware

Is a very important part of our line of manufacture.

Outside of the usual run of smaller pieces, like:—

Child's Cups
Napkin Rings

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Bon Bon Dishes, etc.

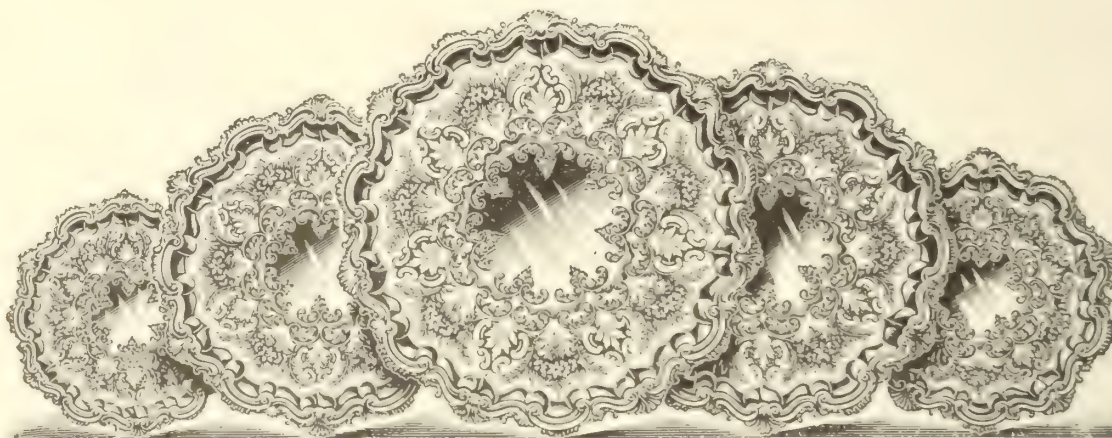
We manufacture and keep in stock:—

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Coffee Sets
Waiters
Entree Dishes
Compartment Vegetable
Dishes
Breakfast Dishes
Meat Dish Covers and
Plates

Muffin Dishes
Soup Tureens
Revolving Dishes
Gravy Boats and Stands
Bread Trays
Cake Baskets
Sandwich Plates
Vases, etc.

Practically as complete a line as imported from the Old Country. ¶ Our designs and prices are right, and we can promise the Trade prompt delivery. ¶ Why import such lines when we can be of better service to you?

See our Travellers or write us for particulars



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*Silversmiths and Manufacturers of all kinds of Silverware,
and suitable for all markets*

Factories and Salesrooms: TORONTO

Branch Salesroom: WINNIPEG

Third Annual Buyers' Directory

OF PURELY CANADIAN HARDWARE

THE most complete Buyers' Directory of articles of Canadian-made hardware sold by Canadian Hardwaremen is published on the following pages

Every Canadian Manufacturer selling to the hardware trade was asked to send a complete list of his products for this Buyers' Directory, and while some neglected to reply, many additions have been made to the Directory published last year.

The Buyers' Directory is an editorial service to readers of the Canadian Hardware Journal and only articles of hardware "Made in Canada" are listed, whether the manufacturers advertise or not.

Readers who desire the names of manufacturers of any articles of hardware not listed in this Directory will be supplied the desired information, if possible, on enquiry of the Editor of Canadian Hardware Journal.

ABRASIVE WHEELS

Taylor-Forbes Co., Guelph.

ACCOUNT REGISTERS

Barr Register Co., Trenton.
Dominion Register Co., Toronto.
Beverly Register Co., Picton.

ACETYLENE LIGHTING SYSTEMS

Earl Construction Co., Athens.
P. Campbell & Co., St. John, N.B.
McClary Mfg. Co., London.
Macdonald Mfg. Co., Toronto.
Hamilton Stamp & Stencil Co., Hamilton.
Thos. Davidson Mfg. Co., Montreal.
Sheet Metal Products Co., Toronto.

ADZES

Allan Hills Edge Tool Co., Galt.
Mann Axe & Tool Co., St. Stephen, N.B.

AGITATORS

Steel Trough & Machine Co., Tweed.
McClary Mfg. Co., London.

AGRICULTURAL BOILERS

Galt Stove & Furnace Co., Galt.
Kir-Ben, Ltd., Almonte.
Beach Foundry Co., Ottawa.
Erie Iron Works, St. Thomas.

AGRICULTURAL IMPLEMENTS

Welland Vale Mfg. Co., St. Catharines.
John Watson Mfg. Co., Ayr.
Erie Iron Works, St. Thomas.
Maxwells, Limited, St. Mary's.

AIR COCKS

Penberthy Injector Co., Windsor.
James Morrison Brass Mfg. Co., Toronto.
T. McAvity & Sons, St. John, N.B.
Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

ALABASTINE

Alabastine Co., Paris.

ALARMS—Low Water

James Morrison Brass Mfg. Co., Toronto.
T. McAvity & Sons, St. John, N.B.

ALUM

A. Ramsay & Son Co., Montreal.
Sanderson Percy & Co., Toronto.

ALUMINUM CASTINGS AND STAMPINGS

Northern Aluminum Co., Toronto.
Hamilton Stamp & Stencil Co., Hamilton.
Kinzinger, Bruce & Co., Niagara Falls.
Erie Iron Works, St. Thomas.
Bowes, Jamieson, Ltd., Hamilton.

ALUMINUM

Ingot, Sheet, Rod, Wire
Northern Aluminum Co., Toronto.
British Aluminum Co., Toronto.

ALUMINUM WARE

Hudson Bros., Toronto.
Northern Aluminum Co., Toronto.
Ware Mfg. Co., Oakville, Ont.
Sheet Metal Products Co., Toronto.
McClary Mfg. Co., London.

ALUMINUM WIRE RODS

Northern Aluminum Co., Toronto.

AMMONIA

Stuart & Foster, Toronto.
Soclean, Ltd., Toronto.

AMMONIA VALVES & GAUGES

James Morrison Brass Mfg. Co., Toronto.
T. McAvity & Sons, St. John, N.B.

AMMUNITION

Dominion Cartridge Co., Montreal.
Remington U.M.C. Co., Windsor, Ont.

Ross Rifle Co., Quebec.
Kynoch, Ltd., Birmingham, Eng.

ANVILS—All Kinds

Taylor-Forbes Co., Guelph.
Canadian Buffalo Forge Co., Berlin.

Henry Disston & Sons, Toronto.

E. C. Atkins & Co., Hamilton.

ARSENATE OF LEAD

Sherwin-Williams Co., Montreal.
Canada Paint Co., Montreal.

ARTISTS' MATERIALS

A. Ramsay & Son Co., Montreal.

ASBESTOS FURNACE CEMENT

McClary Mfg. Co., London.
G. F. Sterne & Sons, Brantford.
Kir-Ben, Ltd., Almonte.

ASBESTOS SHEATHING

Patterson Mfg. Co., Toronto.

ASBESTOS STOVEPIPE THIMBLES

Collins Mfg. Co., Toronto.
Sheet Metal Products Co., Toronto.

ASH CANS

McFarlane-Douglas Co., Ottawa.
Thos. Davidson Mfg. Co., Montreal.

Burrowes Mfg. Co., Toronto.
McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.
T. McAvity & Sons, St. John, N.B.
E. T. Wright Co., Ltd., Hamilton.

J. Samuels, Toronto.
Fairgrieve Metal & Stamping Co., Toronto.

Sera, Brass, Toronto.

ASH DUMPS

Enterprise Foundry Co., Sackville, N.B.

ASH PIT DOORS

Enterprise Foundry Co., Sackville, N.B.
Exeter Mfg. Co., Exeter.
London Foundry Co., London.

ASH SIFTERS

Burrowes Mfg. Co., Toronto.
Collins Mfg. Co., Toronto.
Thomas Davidson Mfg. Co., Montreal.

Fairgrieve Metal & Stamping Co., Toronto.

Wm. Cane Sons Co., Newmarket.

J. Samuels, Toronto.

Soren Bros., Toronto.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

ASPHALTUM

Canadian Roofing Mfg. Co., Windsor.

Lowe Bros., Ltd., Toronto.

Standard Paint & Varnish Co., Windsor.

Bird & Son, Hamilton.

G. F. Stephens & Co., Winnipeg.

Martin-Senour Co., Montreal.

Patterson Mfg. Co., Toronto.

Walkerville Roofing Mfg. Co., Walkerville.

ASPHALT FELT

Canadian Roofing Mfg. Co., Windsor.

Walkerville Roofing Manufacturing Co., Walkerville.

Bird & Son, Hamilton.

Canadian Roofing Co., Walkerville.

Patterson Mfg. Co., Toronto.

ASPHALT ROOFING

Brantford Roofing Co., Brantford.

Canadian Supply & Contracting Co., Toronto.

Canadian Roofing Mfg. Co., Windsor.

Walkerville Roofing Manufacturing Co., Walkerville.

Bird & Son, Hamilton.

A. B. Ormsby Co., Toronto.

Canadian H. W. Johns-Manville Co., Toronto.

Patterson Mfg. Co., Toronto.

ASPHALT ROOF COATING

Canadian Supply & Contracting Co., Toronto.

Canadian Roofing Mfg. Co., Windsor.

Bird & Son, Hamilton.

Turnstone Producers' Agency, Toronto.

Patterson Mfg. Co., Toronto.

Walkerville Roofing Mfg. Co., Walkerville.

AUGERS—Post Hole

Beatty Bros., Fergus.
Canada Steel Goods Co., Hamilton.
Taylor-Forbes Co., Guelph.
Canadian-Warren Axe & Tool Co., St. Catharines.
Erie Iron Works, St. Thomas.
Otterville Mfg. Co., Otterville.

AUGER BITS

Pratt & Whitney, Hamilton.
Russell Jennings Mfg. Co., St. Catharines.

AUTO SHEET METAL PARTS

Burrowes Mfg. Co., Toronto.

AUTOMOBILE BUMPER AND WINDSHIELDS

Kinzinger, Bruce & Co., Niagara Falls.

AUTOMOBILE CREEPERS

Kuhne-Anderton Mfg. Co., Port Hope.

AUTOMOBILE LAMPS

Chadwick Brass Co., Hamilton.
Canadian H. W. Johns-Manville Co., Toronto.

AUTOMOBILE ACCESSORIES

Canadian Fairbanks-Morse Co., Montreal.

Kinzinger, Bruce & Co., Niagara Falls.

McKinnon Dash Co., St. Catharines.

Kuhne-Anderton Mfg. Co., Port Hope.

Steel Trough & Machine Company, Tweed.

AUTO CHAINS—Anti-skid

McKinnon Chain Co., St. Catharines.

AUTOMOBILE PRESSURE GAUGES

James Morrison Brass Mfg. Co., Toronto.

AUTOMOBILE SPRINGS

Josiah Fowler Co., St. John, N.B.

AWNINGS

J. J. Turner & Son, Peterboro.
D. Pike & Sons, Toronto.
Guelph Awning Co., Guelph.

AXES—Safety Pocket

Lachute Shuttle Co., Lachute Mills, Que.

AXES

James Smart Mfg. Co., Brockville.
Welland Vale Mfg. Co., St. Catharines.

Campbell Bros., St. John, N.B.
Lachute Shuttle Co., Lachute Mills, Que.

Blunkhorn & Sons, Canning N.S.
Mann Axe & Tool Co., St. Stephen, N.B.
Canadian Western Axe & Tool Co., St. Catharines.

AXE SHEATHS

Lachute Shuttle Co., Lachute, Mills, Que.

AXE WEDGES

Taylor-Forbes Co., Guelph.
Josiah Fowler Co., St. John, N.B.

AXLES

See Springs and Axles.

AXLE GREASE

A. Ramsay & Son Co., Montreal.
Sanderson Percy & Co., Toronto.
Shaw & Mason, Ltd., Sydney, N.S.

AXLE PULLEYS

Taylor-Forbes Co., Guelph.
Springer Lock Mfg. Co., Belleville.

BABBITT METAL

Canada Metal Co., Toronto.
Hoyt Metal Co., Toronto.
Alonso W. Spooner, Ltd., Port Hope.

T. McAvity & Sons, St. John, N.B.
Sheet Metal Products Co., Toronto.
Tallman Brass Mfg. Co., Hamilton.

BABY CARRIAGES & CUTTERS
Gendron Mfg. Co., Toronto.

BACK FLAPS

Cowan & Britton, Ltd., Gananoque.

BAGS AND SACKS

Seythes & Co., Toronto.

BAKE AND PASTRY BOARDS

J. E. Beauchamp & Co., Montreal.
Schultz Bros. Co., Brantford.
Wm. Cane Sons Co., Newmarket.
McFarlane Ladder Works, Toronto.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.
Meakins & Sons, Ltd., Hamilton.
Taylor-Forbes Co., Guelph.

BAKE OVENS

Brantford Oven & Rack Co., Brantford.

Gurney Foundry Co., Toronto.
McClary Mfg. Co., London.
Andrews Wire Works, Watford.
Copp Stove Co., Ft. William.

BAKERS' OVENS

Hubbard Mfg. Co., Toronto.
Bowes, Jamieson, Ltd., Hamilton.

BALE TIES

Laidlaw Bale-Tie Co., Hamilton.
Imperial Steel & Wire Co., Collingwood.
J. E. Beauchamp & Co., Montreal.

BALLS

Baseballs, Footballs, Basketballs
A. J. Reach Co., Brantford.

BALL BATS

St. Mary's Wood Specialty Co., St. Mary's.

BAND SAW BANDS—Rubber

Gutta Percha & Rubber, Ltd., Toronto.

Henry Disston & Sons, Toronto.
E. C. Atkins & Co., Hamilton.

BANK AND OFFICE RAILINGS

Dennis Wire & Iron Works Co., London.
Canada Wire & Iron Goods Co., Hamilton.

BAR BENDERS

Steel Bending & Brake Works, Chatham.

BARRELS—Gasolene Storage

Winnipeg Ceiling & Roofing Co., Winnipeg.
Erie Iron Works, St. Thomas.

BARREL COVERS—Wire

Andrews Wire Works, Watford.
The B. Greening Wire Co., Hamilton.

BARREL COVERS—Wood

Wm. Cane Sons Co., Newmarket.

BARN DOOR HANGERS AND TRACK

Canada Steel Goods Co., Hamilton.
Taylor-Forbes Co., Guelph.
Richards-Wilcox Canadian Co., London.

Beatty Bros., Fergus, Ont.
A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Preston.

Allith Mfg. Co., Hamilton.

BAES AND SHUTTERS

Canadian Yale & Towne, Ltd., St. Catharines.
Canada Wire & Iron Goods Co., Hamilton.

BARN EQUIPMENT

Beatty Bros., Fergus, Ont.
Canada Steel Goods Co., Hamilton.
A. B. Ormsby Co., Toronto.
The Pedlar People, Oshawa.

Steel Trough & Machine Co., Tweed.

BASKETS—Clothes, Delivery
Meakins & Sons, Hamilton.
Canada Wire & Iron Goods Co., Hamilton.

BASKETS—Wire

Andrews Wire Works, Watford.
BATH AND LAVATORY SUPPLIES

James Morrison Brass Mfg. Co., Toronto.

Kinzinger, Bruce & Co., Niagara Falls.

James Robertson Co., Toronto.
Canada Metal Co., Toronto.

Amherst Foundry Co., Amherst, N. S.

T. McAvity & Sons, St. John, N.B.
Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

Barton-Netting Co., Windsor.

BATHROOM FITTINGS

Chadwick Brass Co., Hamilton.
Gendron Mfg. Co., Toronto.

Kinzinger, Bruce & Co., Niagara Falls.

Canada Metal Co., Toronto.
James Morrison Brass Mfg. Co., Toronto.

Canadian H. W. Johns-Manville Co., Toronto.

BAYONETS AND SCABBARDS
Ross Rifle Co., Quebec.

BEEKEEPERS' SUPPLIES

Ham & Nott Co., Brantford.

BEESWAX

Sanderson Percy & Co., Toronto.

BELLS—Ship-gong Bells and Pulls
James Morrison Brass Mfg. Co., Toronto.

T. McAvity & Sons, St. John, N.B.

BELLS—Door

Springer Lock Mfg. Co., Belleville.

BELLS—Farm, School and Church
Taylor-Forbes Co., Guelph.

Exeter Mfg. Co., Exeter.

BELTING—Cotton Duck

Dominion Belting Co., Hamilton.

BELTING—Rubber

Goodyear Tire & Rubber Company, Toronto.

Gutta Percha & Rubber Ltd., Toronto.

BELTING—Leather

J. L. Goodhue & Co., Danville, Que.

J. C. McLaren Co., Montreal.
Sadler & Haworth, Montreal.

BELT DRESSING

Dominion Belting Co., Hamilton.
G. F. Sterne & Sons, Brantford.

BENZINE

A. Ramsay & Son Co., Montreal.

BENCH AXES

Campbell Bros., St. John, N.B.

BENCH SCREWS

Taylor-Forbes Co., Guelph.

BEVELS

Henry Disston & Sons, Toronto.

BICYCLES

Russell Motor Co., Toronto.
A. E. Bregent, Montreal.

BICYCLE DELIVERY BASKETS
Andrews Wire Works, Watford.

A. E. Bregent, Montreal.
Canada Wire & Iron Goods Co., Hamilton.

BINDER TWINE

Consumers Cordage Co., Welland.
Independent Cordage Co., Toronto.

Brantford Cordage Co., Brantford.

BIRD CAGES

Thos. Davidson Mfg. Co., Montreal.
E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

BITS—Horse

McKinnon Dash Co., St. Catharines.

BITS—Machine and Expansive
Russell Jennings Mfg. Co., St. Catharines.

BITS—Screw Driver

Whitman & Barnes Mfg. Co., St. Catharines.

P. L. Robertson Mfg. Co., Milton.

BIT BRACES

E. C. Atkins & Co., Hamilton.

BLACKBOARD SLATING

G. F. Stephens & Co., Winnipeg.
Martin-Senour Co., Montreal.

BLIND NAIL TOOLS

BLOCKS—Chain Hoisting
Canadian Yale & Towne, Ltd., St. Catharines.

BLOWERS

Canadian Buffalo Forge Co., Berlin.

BLOW PIPES

James Morrison Brass Mfg. Co., Toronto.

Canadian Buffalo Forge Co., Berlin.

BLUESTONE

Sanderson Percy & Co., Toronto.

BOAT TRIMMINGS

McKinnon Dash Co., St. Catharines.

James Morrison Brass Mfg. Co., Toronto.

BOILERS—Kitchen Range

Canada Metal Co., Toronto.
C. Norsworthy Co., St. Thomas.

James Morrison Brass Mfg. Co., Toronto.

McClary Mfg. Co., London.
Gurney Foundry Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

BOILERS AND RADIATORS

Clare Bros. & Co., Preston.
McClary Mfg. Co., London.

Bowes, Jamieson, Ltd., Hamilton.
Gurney Foundry Co., Toronto.

C. Norsworthy Co., St. Thomas.
Hamilton Stove & Heater Co., Hamilton.

Pease Foundry Co., Toronto.
Taylor-Forbes Co., Guelph.

BOILER TUBE CLEANERS

James Morrison Brass Mfg. Co., Toronto.

B. Greening Wire Co., Hamilton.

BOBAX

A. Ramsay & Son Co., Montreal.
Sanderson Percy & Co., Toronto.

BOLTS—Door and Window

Canadian Yale & Towne, Ltd., St. Catharines.

Canada Steel Goods Co., Hamilton.
Northern Bolt & Screw Co., Owen Sound.

BOLTS

Blank, Bridge, Carriage, Coach
Screws, Deck, Eye, Fancy Head,
Floor Hooks, Hanger Screws, Joint,
Machine, Plow, Sink, Sleigh Shoe,
Special, Spring, Stove, Stove Rods,
Tire, Track, Whitetree, etc.

Northern Bolt & Screw Co., Owen Sound.

Steel Co. of Canada, Ltd., Hamilton.

BOLTS AND NUTS

Steel Co. of Canada, Ltd., Hamilton.

James Morrison Brass Mfg. Co., Toronto.

Dominion Bolt Co., Toronto.
Northern Bolt & Screw Co., Owen Sound.

London Bolt & Hinge Works, London.

BOOT SCRAPERS

Taylor-Forbes Co., Guelph.
Burrows Mfg. Co., Toronto.

BOWS AND RIMS

Automobile, Buggy, Express
Merritt & Co., Chatham.

BOX HINGES AND STRAPPING
BOX OPENERS

J. E. Beauchamp & Co., Montreal.
Canada Steel Goods Co., Hamilton.

BRACKETS—Flower, Lamp, Etc.
Taylor-Forbes Co., Guelph.

Andrews Wire Works, Watford.

BRACKETS—Hand Rail

Springer Lock Mfg. Co., Belleville.
James Morrison Brass Mfg. Co., Toronto.

BRASS AND COPPER

Canada Metal Co., Toronto.
M. & L. Samuel, Benjamin & Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

BRASS GOODS—Plumbers'

Canada Metal Co., Toronto.
Jas. Morrison Brass Mfg. Co., Toronto.

Penberthy Injector Co., Windsor.
Kinzinger, Bruce & Co., Niagara Falls.

Dart Union Co., Toronto.
Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

T. McAvity & Sons, St. John, N.B.

BRASS AND COPPERWARE

Chadwick Brass Co., Hamilton.

BREAD BOXES

See Tinware.

BREAD MAKERS

McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

BREAD PLATES

Wm. Cane Sons Co., Newmarket.
Schultz Bros. Co., Brantford.

BREWERS' SUPPLIES

Hamilton Brass Co., Hamilton.
James Morrison Brass Mfg. Co., Toronto.

BRICK & TILE BLOCK MACHINES.

Exeter Mfg. Co., Exeter.

BRIGHT WIRE GOODS

Steel Co. of Canada, Ltd., Hamilton.

Laidlaw Bale-Tie Co., Hamilton.

BRILLIERS—Charcoal and Gas

Gurney Foundry Co., Toronto.
Bowes, Jamieson, Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

BRONZING LIQUID

Martin-Senour Co., Montreal.
A. Ramsay & Son Co., Montreal.

Sherwin-Williams Co., Montreal.
Turpentine Producers' Agency, Toronto.

Lowe Bros., Ltd., Toronto.
Canadian Bronze Co., Lachine, Que.

Sanderson Percy & Co., Toronto.
Canada Paint Co., Montreal.

BRONZE POWDER

Sanderson Percy & Co., Toronto.
Northern Aluminum Co., Toronto.

BROOMS

Boeckh Bros. Co., Ltd., Toronto.
West, Taylor, Bickle Co., Norwich.

Walter Woods Co., Hamilton.
T. S. Simms & Co., St. John, N.B.

BRUSHES

Boeckh Bros. Co., Toronto.
Meakins & Sons, Hamilton.

Canada Brush Co., St. John, N.B.
Stevens-Hepner, Pt. Elgin.

G. F. Stephens & Co., Winnipeg.
Sanderson Percy & Co., Toronto.

T. S. Simms & Co., St. John, N.B.

BUCKLES

McKinnon Dash Co., St. Catharines.

BUG KILLERS

Williams Chemical Co., Russell.
Sanderson Percy & Co., Toronto.

BURLAPS

Scythes & Co., Toronto.
Dominion Oilcloth Co., Montreal.

BUSHINGS—Adjustable

Canada Metal Co., Toronto.

BUILDERS' HARDWARE

Belleville Hardware & Lock Mfg. Co., Belleville.

James Smart Mfg. Co., Brockville.
Cowan & Britton, Ltd., Gananoque.

Canada Steel Goods Co., Hamilton.
Hamilton Stove & Heater Co., Hamilton.

Allith Mfg. Co., Hamilton.
Montreal Hdw. Mfg. Co., Montreal.

Peterboro Lock Mfg. Co., Peterboro.

National Hardware Co., Orillia.
National Machinery & Supply Co., Hamilton.

Taylor-Forbes Co., Guelph.
London Foundry Co., London.

Canadian Yale & Towne Co., St. Catharines.

Springer Lock Mfg. Co., Belleville.

BUILDING PAPERS

Walkerville Roofing Mfg. Co., Walkerville.

Merrick-Anderson Co., Winnipeg.
Patterson Mfg. Co., Toronto.

McFarlane-Douglas Co., Ottawa.
Canadian H. W. Johns-Manville Co., Toronto.

Canadian Roofing Mfg. Co., Windsor.

The Pedlar People, Oshawa.
Bird & Son, Hamilton.

BUMPERS FOR DOORS

Taylor-Forbes Co., Guelph.
Canada Steel Goods Co., Hamilton.

BURES—Soft Steel

P. L. Robertson Mfg. Co., Milton.

BURNERS

Ontario Lantern & Lamp Co., Hamilton.

James Morrison Brass Mfg. Co., Toronto.

Tree Pruners

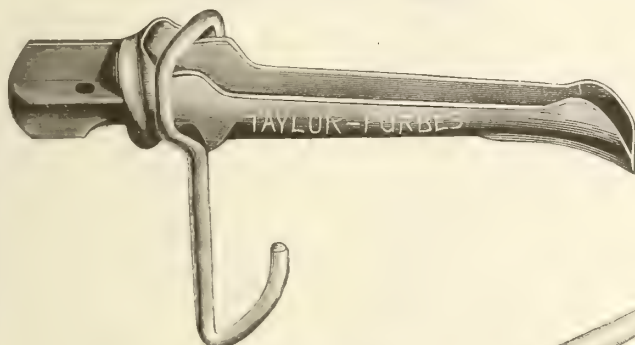
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Stock Them *Now* for Spring Trade

Both fruit trees and shade trees need regular pruning. While the value of pruning is well understood, the operation is often neglected because of its difficult nature. Everyone who has trees should prune them, and everyone who prunes will be after you for our well-known, **MADE-IN-CANADA** pruning knives,

Happy Thought, Detroit, Orchard King, Woodyatt, Taylor's Improved Pattern Pruner, and Kansas Patent Pruner

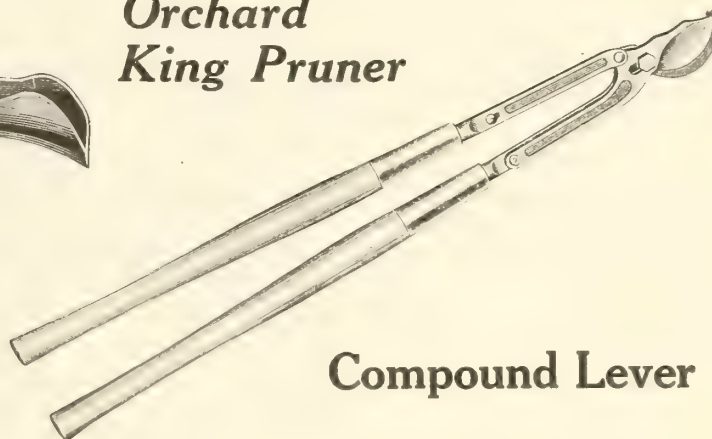
A Real Good Seller



Eureka Sap Spout

Royal Bronze Finish. These will be in demand shortly.

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Compound Lever

"Orchard King," the pruner illustrated above, like all our other goods, is guaranteed for life against defective material or poor workmanship.

The Wooden Handles are of hard maple, carefully selected, well seasoned, and of ample strength.

Notice how compact the knife is. Thus it can be worked where limbs are very close together, removing one without injury to the other. Write us if description and prices are desired of other pruners.

If your Jobber cannot supply you, write us direct

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Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 147 Prince William Street
St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
Guelph, Ont.

Taylor-Forbes Co., Ltd. 1070 Homer St.
Vancouver.
H. F. Moulden & Son, Travelers' Building
Winnipeg.

- BUTTS**—Spring
Taylor-Forbes Co., Guelph.
- BUTTS**—Bright Steel, Etc.
Canada Steel Goods Co., Hamilton.
- BUTTS** Riveted and Loose Pin
Cowan & Britton, Ltd., Gananoque.
Canada Steel Goods Co., Hamilton.
- CABINET HARDWARE**
Springer Lock Mfg. Co., Belleville.
Canadian Yale & Towne, Ltd., St. Catharines.
- CABINET SCRAPERS**
Henry Disston & Sons, Toronto.
- CABLE**—Copper, Galvanized
Steel Co. of Canada, Ltd., Hamilton.
- The B. Greening Wire Co., Hamilton.
- Beatty Bros., Fergus.
- CAMP STOOLS AND CHAIRS**
Stratford Mfg. Co., Stratford.
McKinnon Dash Co., St. Catharines.
Otterville Mfg. Co., Otterville.
- CAMP STOVES**
Thos. Davidson Mfg. Co., Montreal.
Adam Hall & Sons, Peterboro.
Enterprise Foundry Co., Sackville, N.B.
Jas. Stewart Mfg. Co., Woodstock.
Andrews Wire Works, Watford.
Copp Stove Co., Ft. William.
Sheet Metal Products Co., Toronto.
Wm. Buck Stove Co., Brantford.
McClary Mfg. Co., London.
- CAMP FURNITURE**
Stratford Mfg. Co., Stratford.
Otterville Mfg. Co., Otterville.
- CANS**—Milk
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
Thos. Davidson Mfg. Co., Montreal.
- CANADA PLATES**
M. & L. Samuel, Benjamin & Co., Toronto.
Dominion Sheet Metal Co., Hamilton.
- A. B. Ormsby Co., Toronto.
McFarlane-Douglas Co., Ottawa.
A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
Winnipeg Ceiling & Roofing Co., Winnipeg.
- CANT HOOKS, TAMPING BARS, PEAVEYS, ETC.**
Lachute Shuttle Co., Lachute Mills, Que.
Thos. Pink Mfg. Co., Pembroke.
Argall Bros., Three Rivers, Que.
Canadian-Warren Axe & Tool Co., St. Catharines.
- CARBON LAMPS**
Canadian Sunbeam Lamp Co., Toronto.
Canadian Tungsten Lamp Co., Hamilton.
Northern Electric Co., Montreal.
- CAR MOVERS**
E. C. Atkins & Co., Hamilton.
- CARD HOLDERS**
Taylor-Forbes Co., Guelph.
Hamilton Stamp & Stencil Co., Hamilton.
- CARD AND LETTER RACK**
Andrews Wire Works, Watford.
- CARPENTERS' PENCILS**
A. Ramsay & Son Co., Montreal.
- CARPENTERS' CLAMPS**
Taylor-Forbes Co., Guelph.
- CARRIAGE FORGINGS**
Steel Co. of Canada, Ltd., Hamilton.
McKinnon Dash Co., St. Catharines.
- CARRIAGE HARDWARE**
McKinnon Dash Co., St. Catharines.
- CARTRIDGES**
Remington U.M.C. Co., Windsor.
Dominion Cartridge Co., Montreal.
- CARPET AND RUG BEATERS**
Andrews Wire Works, Watford.
- CARVING TABLES**
Gurney Foundry Co., Toronto.
- CASEMENT ADJUSTERS**
Canadian Yale & Towne, Ltd., St. Catharines.
Thos. W. Kirby, Toronto.
Springer Lock Mfg. Co., Belleville.
- CASH REGISTERS**
National Cash Register Co., Toronto.
- CASH AND PARCEL CARRIERS**
Gipe-Hazard Store Service Co., Toronto.
- CASTINGS**—Brass, Iron, Glass
National Hardware Co., Orillia.
James Morrison Brass Mfg. Co., Toronto.
Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.
Exeter Mfg. Co., Exeter.
Jas. Stewart Mfg. Co., Woodstock.
Canadian Buffalo Forge Co., Berlin.
Hamilton Stove & Heater Co., Hamilton.
Shaw & Mason, Ltd., Sydney, N.S.
Bowes, Jamieson, Ltd., Hamilton.
McKinnon Dash Co., St. Catharines.
John Watson Mfg. Co., Ayr.
Springer Lock Mfg. Co., Belleville.
Canadian Yale & Towne, Ltd., St. Catharines.
Erie Iron Works, St. Thomas.
Enterprise Foundry Co., Sackville, N.B.
Onward Mfg. Co., Berlin.
Canada Metal Co., Toronto.
C. Norsworthy Co., St. Thomas.
London Foundry Co., London.
Beach Foundry Co., Ottawa.
Kir-Ben, Ltd., Almonte.
- CASTERS**—Trucks, Furniture
London Foundry Co., London.
John Watson Mfg. Co., Ayr.
- CASTERS**—Stove and Range
Moffat Stove Co., Weston.
- CATCHES**—Door, Window, Etc.
Canadian Yale & Towne, Ltd., St. Catharines.
Taylor-Forbes Co., Guelph.
Stanley Works, New Britain, Conn.
- CATTLE LEADERS**
Taylor-Forbes Co., Guelph.
- CAUSTIC SODA**
E. W. Gillett Co., Toronto.
- CEILINGS**—Metal
See Metal Ceilings.
- CELLAR DRAINERS**—Automatic
Penberthy Injector Co., Windsor.
James Morrison Brass Mfg. Co., Toronto.
- CEMENT**—Portland
Canada Cement Co., Montreal.
Alfred Rogers, Ltd., Toronto.
- CEMENT TOOLS**
London Foundry Co., London.
- CENTERS**—Sash and Transom
Canadian Yale & Towne, Ltd., St. Catharines.
- CHAIN**
Anti-skid, Coil, Cow Tie, Hammock, Logging and Rafting, Boom, Breast, Machine, Halter, Loading, Trace, Tie-out.
McKinnon Chain Co., St. Catharines.
- CHAIN BOLTS**
Taylor-Forbes Co., Guelph.
Canada Steel Goods Co., Hamilton.
- CHAIN**—Pitch
Canadian Yale & Towne, Limited, St. Catharines.
- CHAIN**—Steel
Alexander Gibb, Montreal.
Canada Chain Co., Sarnia.
Steel Co. of Canada, Ltd., Hamilton.
Laidlaw Bale-Tie Co., Hamilton.
B. Greening Wire Co., Hamilton.
McKinnon Chain Co., St. Catharines.
- CHAIN**—Brass and Copper
James Morrison Brass Mfg. Co., Toronto.
- CHAIN BLOCKS**
Herbert Morris Crane & Hoist Co., Toronto.
Canadian Yale & Towne, Ltd., St. Catharines.
- CHAINS**—Dog, Wagon
B. Greening Wire Co., Hamilton.
- CHAIN HOOKS**
Canadian-Warren Axe & Tool Co., St. Catharines.
McKinnon Chain Co., St. Catharines.
- CHAIR LADDERS**
Taylor-Forbes Co., Guelph.
J. E. Beauchamp & Co., Montreal.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.
- CHALK**
A. Ramsay & Son Co., Montreal.
Sanderson Percy & Co., Toronto.
- CHAMOIS SKINS**
A. Ramsay & Son Co., Montreal.
Stewart & Wood, Toronto.
Sanderson Percy & Co., Toronto.
- CHIMNEY TOPS**
Gurney Foundry Co., Toronto.
- CHINA DISPLAY RACKS**
Andrews Wire Works, Watford.
- CHISELS**—Track, hot, cold
Whitman & Barnes Mfg. Co., St. Catharines.
Josiah Fowler Co., St. John, N.B.
- CHISELS**—Wood
Josiah Fowler Co., St. John, N.B.
- CHURCH BRASS WORK**
Dennis Wire & Iron Works Co., London.
James Morrison Brass Mfg. Co., Toronto.
- CHURNS**—Barrel or Revolving
Beatty Bros., Fergus, Ont.
J. H. Connor & Sons, Ottawa.
Eureka Planter Co., Woodstock.
Cummer-Dowsell, Ltd., Hamilton.
Maxwells, Limited, St. Mary's.
- CHURCH WINDOWS**
Hobbs Mfg. Co., Toronto.
- CLAMPS**
Taylor-Forbes Co., Guelph.
National Machinery & Supply Co., Hamilton.
Henry Disston & Sons, Toronto.
- CLEATS**—Line
Taylor-Forbes Co., Guelph.
- CLIMBING IRONS**
Canadian-Warren Axe & Tool Co., St. Catharines.
- CLEAVISES**
McKinnon Dash Co., St. Catharines.
- CLOTHES DRIERS**
James Smart Mfg. Co., Brockville.
Stratford Mfg. Co., Stratford.
Cummer-Dowsell, Ltd., Hamilton.
Schultz Bros., Co., Brantford.
Taylor-Forbes Co., Guelph.
- CLOTHES LINE PULLEYS**
Canada Steel Goods Co., Hamilton.
Pollock Mfg. Co., Berlin.
Taylor-Forbes Co., Guelph.
- CLOTHES LOCKERS**—Metal
Dennis Wire & Iron Works Co., London.
Canada Wire & Iron Goods Co., Hamilton.
Pedlar People, Oshawa.
- CLOTHES MANGLES**
Cummer-Dowsell Ltd., Hamilton.
Maxwells, Ltd., St. Mary's.
Taylor-Forbes Co., Guelph.
- CLOTHES BARS AND RACK**
McFarlane Ladder Works, Toronto.
Otterville Mfg. Co., Otterville.
Wm. Cane Sons Co., Newmarket.
Stratford Mfg. Co., Stratford.
Schultz Bros. Co., Brantford.
- CLOTHES LINE PROPS**
McFarlane Ladder Works, Toronto.
Otterville Mfg. Co., Otterville.
- CLOTHES LINE WIRE**
Canada Wire & Iron Goods Co., Hamilton.
Steel Co. of Canada, Ltd., Hamilton.
Western Wire & Nail Co., London.
The B. Greening Wire Co., Hamilton.
- CLOTHES REELS**
Taylor-Forbes Co., Guelph.
Canadian Gate Co., Guelph.
Cummer-Dowsell, Ltd., Hamilton.
- CLOTHES PINS**
Wm. Cane Sons Co., Newmarket.
- COAL CHUTES**
Clare Bros., Preston.
C. Norsworthy Co., St. Thomas.
Galt Stove & Furnace Co., Galt.
Steel Trough & Machine Co., Tweed.
Winnipeg Ceiling & Roofing Co., Winnipeg.
A. B. Ormsby Co., Toronto.
Metal Shingle & Siding Co., Preston.
Erie Iron Works, St. Thomas.
Copp Stove Co., Fort William.
- COAL HODS**
See Tinware.
- COAL SCREENS**
Canada Wire & Iron Goods Co., Hamilton.
Erie Iron Works, St. Thomas.
- COAT AND PANT HANGERS**
Andrews Wire Works, Watford.
J. E. Beauchamp & Co., Montreal.
B. Greening Wire Co., Hamilton.
- COAL AND GAS RANGES**
See Ranges.
- COBBLER SETS AND FITTINGS**
Taylor-Forbes Co., Guelph.
- COCKS** Iron and Brass
James Morrison Brass Mfg. Co., Toronto.
Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.
- COILS**
Iron, Brass and Copper Pipe
James Morrison Brass Mfg. Co., Toronto.
Laidlaw Bale-Tie Co., Hamilton.
- COIL WASHERS**
G. L. Griffith & Son, Stratford.
- COLORS IN PASTE**
See Paste Colors.
- COLOES IN OIL, JAPAN, DIS-TEMPER.**
Lowe Bros., Ltd., Toronto.
Standard Paint & Varnish Co., Ltd., Windsor.
G. F. Stephens & Co., Winnipeg.
Sherwin-Williams Co., Montreal.
Martin-Senour Co., Montreal.
A. Ramsay & Son Co., Montreal.
Sanderson Percy & Co., Toronto.
Brandram-Henderson, Ltd., Montreal.
Canada Paint Co., Montreal.
British America Paint Co., Victoria.
- COMPRESSION WORK**—Plumbers'
Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.
James Morrison Brass Mfg. Co., Toronto.
Canada Metal Co., Toronto.
- CONCRETE CARTS**
Measford Wheelbarrow Co., Measford.
- CONCRETE AND CEMENT PAINT**
Lowe Bros., Ltd., Toronto.
Standard Paint & Varnish Co., Ltd., Windsor.
G. F. Stephens & Co., Winnipeg.
Sherwin-Williams Co., Montreal.
Martin-Senour Co., Montreal.
A. Ramsay & Son Co., Montreal.
Patterson Mfg. Co., Toronto.
- CONCRETE TAMPERS**
Canadian-Warren Axe & Tool Co., St. Catharines.
Erie Iron Works, St. Thomas.
London Foundry Co., London.
Exeter Mfg. Co., Exeter.
- CONCRETE REINFORCING**
B. Greening Wire Co., Hamilton.
Andrews Wire Works, Watford.
Metal Shingle & Siding Co., Preston.
Canada Wire & Iron Goods Co., Hamilton.
Pedlar People, Oshawa.
- CONCRETE BLOCK MACHINES**
James Stewart Mfg. Co., Woodstock.
Canada Wire & Iron Goods Co., Hamilton.
Exeter Mfg. Co., Exeter.
- CONDUCTOR PIPE**
See Eave trough.
- CONDUCTOR PIPE HOOKS**
McKinnon Dash Co., St. Catharines.
Sheet Metal Products Co., Toronto.
Winnipeg Ceiling & Roofing Co., Winnipeg.
Pedlar People, Oshawa.
McFarlane-Douglas Co., Ottawa.
Metallic Roofing Co., Toronto.
- CONSERVATORIES AND GREEN-HOUSES**—Metal
A. B. Ormsby Co., Toronto.
- CONVEYORS**—Milk Can, Ice, Etc.
Beatty Bros., Fergus.
- COPPER WARE**
Thos. Davidson Mfg. Co., Montreal.
E. T. Wright Co., Ltd., Hamilton.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
Chadwick Brass Co., Hamilton.
- COPPER**—Transmission Line
Steel Co. of Canada, Hamilton.
Sheet Metal Products Co., Toronto.
- COPPER CABLE**
Empire Lightning Rod Co., Winnipeg.
B. Greening Wire Co., Hamilton.
- COPPEBAS**
Sanderson Percy & Co., Toronto.
Sheet Metal Products Co., Toronto.
- CORDAGE AND TWINE**
Scythos & Co., Toronto.
Brantford Cordage Co., Brantford.
Consumers Cordage Co., Montreal.
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- CORK CARPET**
Dominion Oilcloth Co., Montreal.

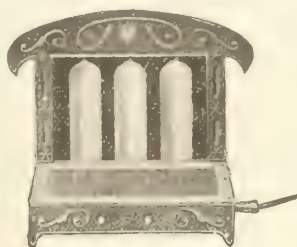
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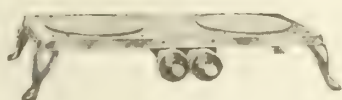
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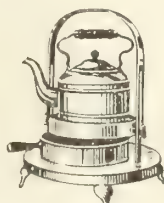
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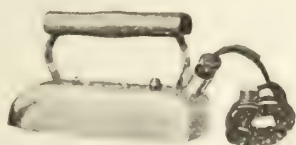
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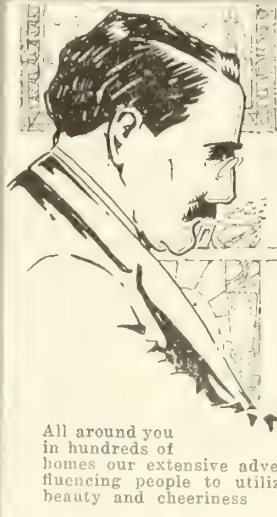
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Metal Shingle & Siding Co., Pres-ton.
J. E. Beauchamp & Co., Montreal.
Metallic Roofing Co., Toronto.
Pedlar People, Oshawa.**CORRUGATED IRON**

See Galvanized Iron.

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Seythes & Co., Toronto.**COUNTERS**Walker Bin & Store Fixture Co., Berlin.
Cameron & Campbell, Toronto.**COUNTERS—Revolution**

James Morrison Brass Mfg. Co., Toronto.

COUNTER CHECK BOOKS

Dominion Register Co., Toronto.

COUNTER YARD MEASURESLufkin Rule Co., Windsor.
Taylor-Forbes Co., Guelph.**CORUNDUM WHEELS**Henry Diston & Sons, Toronto.
E. C. Atkins & Co., Hamilton.**COW TIES AND CHAINS**B. Greening Wire Mfg. Co., Ham-ilton.
Alexander Gibb, Montreal.
McKinnon Chain Co., St. Cathar-ines.**COW STALLS & STANCHIONS**
Beatty Bros., Fergus.**CRABS—HOISTING**

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Metallic Roofing Co., Toronto.
Hamilton Stamp & Stencil Co., Hamilton.**CROKINOLE BOARDS**Canadian Buffalo Sled Co., Pres-ton.
Schultz Bros., Brantford.
Schultz Bros. Co., Brantford.**CROSS-ARM BRACES**Steel Co. of Canada, Ltd., Hamil-ton.
Erie Iron Works, St. Thomas.**CROWBARS**Welland Vale Mfg. Co., St. Catharines.
Canadian-Warren Axe & Tool Co., St. Catharines.**CULVERTS—Corrugated Metal or Cast Iron.**Winnipeg Ceiling & Roofing Co., Winnipeg.
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Exeter Mfg. Co., Exeter.**CURRY COMBS**Steel Equipment Co., Pembroke, Ont.
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McGlashan, Clarke Co., Niagara Falls.
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Arch. McFarlane, Montreal.**CUT SOLES**

Beardmore & Co., Toronto.

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Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.**DAIRY SUPPLIES**James Morrison Brass Mfg. Co., Toronto.
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Steel Trough & Machine Company, Toronto.**DAMPERS**Gurney Foundry Co., Toronto.
McClary Mfg. Co., London.
James Smart Mfg. Co., Brockville.
Taylor-Forbes Co., Guelph.
Packham & Myers, Dresden.
Barton-Netting Co., Windsor.
Enterprise Foundry Co., Sackville, N.B.

Eureka Damper Co., Montreal.

Sheet Metal Products Co., Toronto.

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Erie Iron Works, St. Thomas.**DISINFECTANTS**Williams Chemical Co., Russell.
Zenner Disinfectant Co., Windsor.**DISPLAY RACKS**

Fairgrieve Metal & Stamping Co., Toronto.

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Cameron & Campbell, Toronto.**DISHWASHERS**Gurney Foundry Co., Toronto.
McClary Mfg. Co., London.**DIES—Pipe, Bolt**

Wells Bros. of Canada, Galt.

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Keating Brass Works, Toronto.

Taylor-Forbes Co., Guelph.

DOOR HANGERS—ParlorCanada Steel Goods Co., Hamil-ton.
Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co., London.

Allith Mfg. Co., Hamilton.

DOOR BUTTONS

Canadian Yale & Towne, Ltd., St. Catharines.

Taylor-Forbes Co., Guelph.

DOOR PULLS, BOLTS, LOCKS, KNOBS, ETC.

See Builders' Hardware.

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D. McKinnon Co., Peterboro.

Meakins & Sons, Hamilton.

DOOR MATS—Rubber

Gutta Percha & Rubber Ltd., To-ronto.

Goodyear Rubber Co., Bewman-ville.

Canadian Rubber Co., Montreal.

DOOR MATS—Rope

Meakins & Sons, Hamilton.

DOOR MATS—Wire or SteelKuhne & Anderton, Port Hope.
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Barton-Netting Co., Windsor.

Andrews Wire Works, Watford.

Ideal Mat Co., Windsor.

B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co., Hamilton.

DOORS AND WINDOWS—Steel

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A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Pres-ton.

Metallic Roofing Co., Toronto.

Winnipeg Ceiling & Roofing Co., Winnipeg.

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Sheet Metal Products Co., Toron-to.

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Whitman & Barnes Mfg. Co., St. Catharines.
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Pratt & Whitney Co., Dundas.**DRY COLORS**Canada Paint Co., Montreal.
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Beatty Bros., Fergus.**DRY KILN COILS**

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Wm. Cane Sons Co., Newmarket.

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J. E. Beauchamp & Co., Montreal.

Sheet Metal Products Co., Toron-to.

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H. W. Knight & Bro., Toronto.

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Renfrew Electric Mfg. Co., Ren-frew.

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Barton-Netting Co., Windsor.

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H. W. Knight & Son, Toronto.

Barton-Netting Co., Windsor.

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Ontario Lantern & Lamp Co., Hamilton.

Barton-Netting Co., Windsor.

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Enterprise Foundry Co., Sackville, N.B.

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James Morrison Brass Mfg. Co., Toronto.**ELECTRIC RADIATORS**Radiant Electric Co., Grimsby.
Ideal Electric Mfg. Co., Wallace-burg
Barton-Netting Co., Windsor.
Renfrew Electric Mfg. Co., Ren-frew.**ELECTRIC RANGES**Ideal Electric Mfg. Co., Wallace-burg
Radiant Electric Co., Grimsby.
Renfrew Electric Mfg. Co., Ren-frew.McClary Mfg. Co., London.
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A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

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E. C. Atkins & Co., Hamilton.

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Sherwin-Williams Co., Montreal.

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Sanderson Percy & Co., Toronto.

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Sherwin-Williams Co., Montreal.

Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.

Canada Paint Co., Montreal.

Pratt & Lambert, Bridgeburg.

Sanderson Percy & Co., Toronto.

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Hamilton Stamp & Stencil Co., Hamilton.

Macdonald Mfg. Co., Toronto.

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Amherst Foundry Co., Amherst, N.S.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-to.

Stamped and Enameled Ware, Hes-peler.

ENGINES

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See Builders' Hardware.

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Canadian-Warren Axe & Tool Co., St. Catharines.

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don.

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Co., Toronto.

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Steel Co. of Canada, Hamilton.
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Canada Wire & Iron Goods Co.,
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Erie Iron Works, St. Thomas.

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ronto.

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Winnipeg Ceiling & Roofing Co.,
Winnipeg.

Metallic Roofing Co., Toronto
Pedlar People, Oshawa.
A. B. Ormsby Co., Toronto.

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Enterprise Foundry Co., Sackville,
N.B.

Barton-Netting Co., Windsor.
James Stewart Mfg. Co., Wood-
stock.

Taylor-Forbes Co., Guelph.
Canada Wire & Iron Goods Co.,
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Copp Stove Co., Ft. William.

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E. T. Wright Co., Ltd., Hamilton.
McClary Mfg. Co., London.

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Taylor-Forbes Co., Guelph.

McFarlane-Douglas Co., Ottawa.
Metal Shingle & Siding Co., Pres-
ton.

Barton-Netting Co., Windsor.
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Metal Shingle & Siding Co., Pres-
ton.

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ronto.
A. B. Ormsby Co., Toronto.
Canadian H. W. Johns-Manville
Co., Toronto.

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Scythes & Co., Toronto.

John Leckie & Co., Toronto.
Wm. Croft & Sons, Toronto.

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FLEXIBLE WOOD MATTING
Kuhne-Anderton Mfg. Co., Port
Hope.

FLOOR SCRAPING MACHINES
Exeter Mfg. Co., Exeter.

FLOOR WAX
Sherwin-Williams Co., Montreal.
Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.
Sanderson Percy & Co., Toronto.
Ronuk, Limited, Toronto.

Canada Paint Co., Montreal.
Cook & Boulton, Toronto.

FLOOR WAXING BRUSHES
Exeter Mfg. Co., Exeter.
T. S. Simms & Co., St. John, N.B.

FLOOR AND WALL THIMBLES
A. B. Ormsby Co., Toronto.

GAL NINE
Metal Shingle & Siding Co., Pres-
ton.

FLOWER STANDS—Wire
Andrews Wire Works, Watford.
Taylor-Forbes Co., Guelph.

FLUSH TANKS
James Smart Mfg. Co., Brockville.
James Morrison Brass Mfg. Co.,
Toronto.

FLY SWATTERS
Andrews Wire Works, Watford.
McClary Mfg. Co., London.

Erie Iron Works, St. Thomas.
Sheet Metal Products Co., Toron-
to.

E. T. Wright Co., Ltd., Hamilton.
FLY AND INSECT DESTROYER
Williams Chemical Co., Russell.

W. H. Thorne & Co., St. John,
N.B.

FOLDING CHAIRS AND TABLES
Stratford Mfg. Co., Stratford.
Otterville Mfg. Co., Otterville.

McKinnon Dash Co., St. Cathar-
ines.

Schultz Bros. Co., Brantford.
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Taylor-Forbes Co., Guelph.

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James Morrison Brass Mfg. Co.,
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Beatty Bros., Fergus.

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lin.
London Foundry Co., London.

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plated**
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Toronto.

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B. Greening Wire Co., Hamilton.
Canada Wire & Iron Goods Co.,
Hamilton.

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Welland Vale Mfg. Co., St. Cath-
arines.

Beatty Bros., Fergus.
Whitman & Barnes Mfg. Co., St.
Catharines.
James Smart Mfg. Co., Brockville.

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Maxwells, Limited, St. Mary's.
McClary Mfg. Co., London.

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to.

FOOD COOKERS
Steel Trough & Machine Company,
Tweed.

FOOTWEAR—Rubber
Gutta Percha & Rubber, Ltd., To-
ronto.

FOOT SCRAPERS
James Smart Mfg. Co., Brockville.
T. S. Simms Co., St. John, N.B.

FOOT VALVES
Penberthy Injector Co., Windsor.
James Morrison Brass Mfg. Co.,
Toronto.

FOOT WARMERS—Carriage
FRAMES—Card Drawer
Canadian Yale & Towne, Ltd., St.
Catharines.

Taylor-Forbes Co., Guelph.

FROSTING
A. Ramsay & Son Co., Montreal.

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Sheet Metal Products Co., Toron-
to.

James Smart Mfg. Co., Brockville.
FRY PANS
James Smart Mfg. Co., Brockville.

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James Morrison Brass Mfg. Co.,
Toronto.

Bowes, Jamieson, Ltd., Hamilton.
FURNACES—Hot Air
Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamil-
ton.

Amherst Foundry Co., Amherst,
N.S.

Can. Heat. & Vent. Co., Owen
Sound.

Shaw & Mason, Ltd., Sydney, N.S.
Clare Bros., Preston.

Wm. Buck Stove Co., Brantford.
Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville,
N.B.

Gurney Foundry Co., Toronto.
Hamilton Stove & Heater Co.,
Hamilton.

Record Foundry Co., Moncton,
N.B.

Hall-Zryd Foundry Co., Hespeler.
Chas. Fawcett Mfg. Co., Sackville,
N.B.

Bowes, Jamieson, Ltd., Hamilton.
Kir-Ben, Ltd., Almonte.

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C. S. Nersworthy Mfg. Co., St.
Thomas.

Pease Foundry Co., Toronto.
Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Woodstock.
Copp Stove Co., Fort William.

FURNACE REGISTERS
See Registers (warm air).

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Gurney Foundry Co., Toronto.
Beach Foundry Co., Ottawa.

FURNACES—Wood
Kir-Ben, Ltd., Almonte.

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James Smart Mfg. Co., Brockville.

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A. B. Ormsby Co., Toronto.
Metal Shingle & Siding Co., Pres-
ton.

GALVANIZED NETTING
B. Greening Wire Co., Hamilton.

GALVANIZED WARE
See Tinware.

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The Pedlar People, Oshawa.
A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Pres-
ton.

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real.

Burrowes Mfg. Co., Toronto.
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Shaw & Mason, Ltd., Sydney, N.S.
Allith Mfg. Co., Hamilton.

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ronto.

Goodyear Tire & Rubber Co., To-
ronto.

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McClary Mfg. Co., London.

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GAS RANGES, STOVES
Burrow, Stewart & Milne, Hamil-
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Gurney Foundry Co., Toronto.
Hamilton Stove & Heater Co.,
Hamilton.

Bowes, Jamieson, Ltd., Hamilton.
Beach Foundry Co., Ottawa.

McClary Mfg. Co., London.
D. Moore Co., Hamilton.

Moffat Stove Co., Weston.
James Stewart Mfg. Co., Wood-
stock.

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Co., Wallaceburg.

P. Campbell & Co., St. John, N.B.
GAS MANTLES—Incandescent
Hamilton Gas Mantle Co., Ham-
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GAS SERVICE COCKS
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Co., Wallaceburg.

James Morrison Brass Mfg. Co.,
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GAS STOVE SUPPLIES—Cocks
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ton.

Bowes, Jamieson, Ltd., Hamilton.
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Steel Trough & Machine Company,
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couver.

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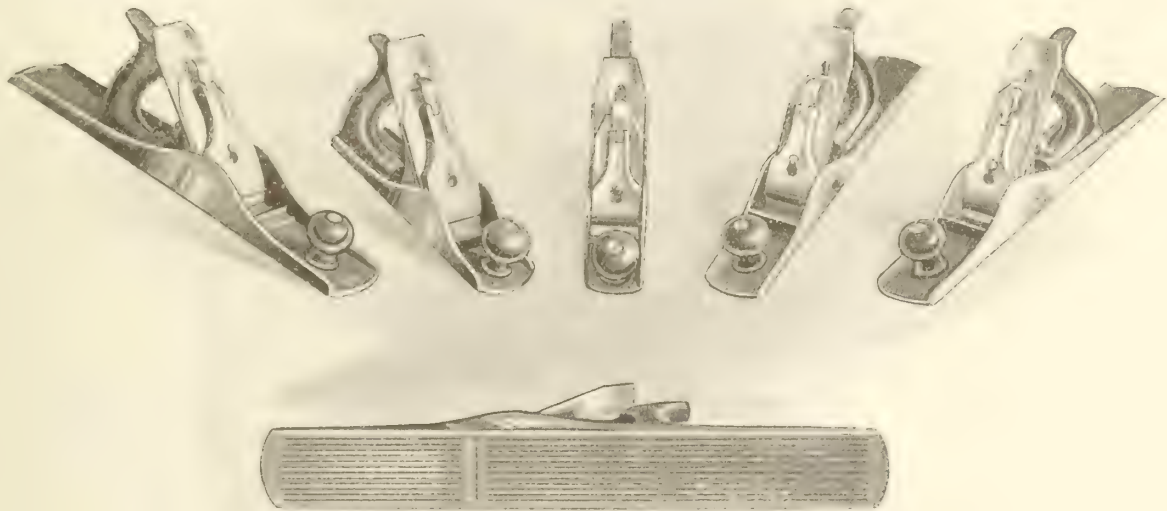
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Taylor-Forbes Co., Guelph.

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Catharines.

Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,
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James Smart Mfg. Co., Brockville.

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Simonds Canada Saw Co., Mont-
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real.

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Catharines.

James Smart Mfg. Co., Brockville.

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GALT

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ville.

Galt Robe & Hammock Co., Galt.

HAMMOCK HOOKS & CHAINS

McKinnon Chain Co., St. Cathar-
ines.

B. Greening Wire Co., Hamilton.

HAMPERS Shipping

Meakins & Sons, Hamilton.

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Catharines.

HANDLES—Chest

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James Smart Mfg. Co., Brockville.

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ines.

HANDLES—Saw

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Simonds Canada Saw Co., Mont-
real.

Welland Vale Mfg. Co., St. Cath-
arines.

E. C. Atkins & Co., Hamilton.

HANDLES—Axe, Pick, Etc.

Dominion Snath Co., Waterville,
Que.

James Smart Mfg. Co., Brockville.

Welland Vale Mfg. Co., St. Cath-
arines.

J. H. Still Mfg. Co., St. Thomas.

Canadian Handle Mfg. Co., Lon-
don.

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Mills, Que.

Mann Axe & Tool Co., St. Ste-
phen, N.B.

St. Mary's Wood Specialty Co.,
St. Mary's.

HAND CLEANER

Williams Chemical Co., Russell.

HANGERS AND FASTENERS

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Falls.

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Hamilton.

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to.

London Foundry Co., London.

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HARDWARE—Builders'

See Builders' Hardware.

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Steel Equipment Co., Pembroke.

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Canada Steel Goods Co., Hamilton.

Hamilton Stove & Heater Co.,
Hamilton.

HINGES—Butt, Gate

Canadian Yale & Towne, Ltd., St.
Catharines.

Hamilton Stove & Heater Co.,
Hamilton.

James Smart Mfg. Co., Brockville.

Canada Steel Goods Co., Hamilton.

HINGES—Strap and Tee

James Smart Mfg. Co., Brockville.

Hamilton Stove & Heater Co.,
Hamilton.

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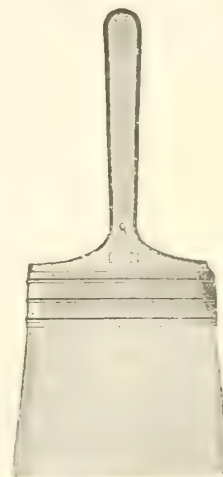
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Martin-Senour Co., Montreal.
Sherwin-Williams Co., Montreal.
Turpentine Producers' Agency, Toronto.

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JELLSTONE
Sanderson Percy & Co., Toronto.

JOIST HANGERS
Taylor-Forbes Co., Guelph.

JUTE GOODS
Scythes & Co., Toronto.

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Alabastine Co., Ltd., Paris.
Canada Paint Co., Montreal.
Benjamin Moore & Co., Toronto.
Sherwin-Williams Co., Montreal.
A. Ramsay & Son, Montreal.
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KEYS
See Builders' Hardware.

KEY BLANKS
Canadian Yale & Towne, Ltd., St. Catharines.

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H. E. Furniture Co., Milverton.
Stratford Mfg. Co., Stratford.
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Simonds Canada Saw Co., Montreal.

KNIVES—Table
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Henry Disston & Sons, Toronto.

KNIVES—Door, Drawer, Shuttle
See Builders' Hardware.

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See Paints and Varnishes.
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McFarlane Ladder Co., Toronto.
Beatty Bros., Fergus.

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Man.
Otterville Mfg. Co., Otterville.

LADDERS—Store
James Morrison Brass Mfg. Co., Toronto.

LAMP
Richards-Wilcox Canadian Co., London.
Allith Mfg. Co., Hamilton.

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Canadian Sunbeam Lamp Co., Toronto.

H. W. Knight & Bro., Toronto.
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Sheet Metal Products Co., Toronto.
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Macdonald Mfg. Co., Toronto.
Sheet Metal Products Co., Toronto.

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Richards-Wilcox Canadian Co., London.

James Smart Mfg. Co., Brockville.
Taylor-Forbes Co., Guelph.

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Amherst Foundry Co., Amherst, N.S.

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Gurney Foundry Co., Toronto.
McClary Mfg. Co., London.

Bowes, Jamieson, Ltd., Hamilton.
Corp Stove Co., Ft. William.
Beach Foundry Co., Ottawa.

Jas. Stewart Mfg. Co., Woodstock.
Enterprise Foundry Co., Sackville, N.B.

LAVATORIES
James Morrison Brass Mfg. Co., Toronto.

Amherst Foundry Co., Amherst, N.S.

Canada Metal Co., Toronto.
Steel Trough & Machine Co., Tweed.

LAVATORY AND BATH SUPPLIES
See Bath and Lavatory Supplies.

LAWN DRIERS
Canadian Gate Co., Guelph.

LAWN FENCING
Imperial Steel & Wire Co., Coltingwood.

McGregor, Banwell Fence Co., Walkerville.
B. Greening Wire Co., Hamilton.
Banwell-Hoxie Fence Co., Hamilton.

LAWN HOSE
Goodyear Tire & Rubber Co., Toronto.
Gutta Percha & Rubber Ltd., Toronto.

LAWN ROLLERS
Erie Iron Works, St. Thomas.

LAWN SEATS AND SWINGS
Stratford Mfg. Co., Stratford.
Canadian Buffalo Sled Co., Preston.

J. E. Beauchamp & Co., Montreal.

LAWN MOWERS
Maxwells Ltd., St. Mary's.
Taylor-Forbes Co., Guelph.

Whitman & Barnes Mfg. Co., St. Catharines.
James Smart Mfg. Co., Brockville.

LAWN SPRINKLERS
James Morrison Brass Mfg. Co., Toronto.

James Smart Mfg. Co., Brockville.
Taylor-Forbes Co., Guelph.
Gutta-Percha & Rubber, Ltd., Toronto.

LEAD—Arsenate
See Arsenate of Lead.

LEAD—Red
See Red Lead.

LEAD PIPE
Canada Metal Co., Toronto.
James Smart Mfg. Co., Brockville.
Steel Co. of Canada, Hamilton.

LEADED GLASS
See Glass.

LEATHER—Soles, etc.
Beardmore & Co., Toronto.

LEMON SQUEEZERS
Sheet Metal Products Co., Toronto.

LETTERS AND FIGURES—Metal
Pedlar People, Oshawa.

LETTER TRAYS
Andrews Wire Works, Watford.

LETTER BOX PLATES
Taylor-Forbes Co., Guelph.

LEVELS
Frank Sand Mfg. Co., Windsor.
Henry Disston & Sons, Toronto.
Stanley Rule & Level Co., New Britain, Conn.

LIGHTING FIXTURES
Chadwick Brass Co., Hamilton.
Barton-Netting Co., Windsor.

Ontario Lantern & Lamp Co., Hamilton.

H. W. Knight & Bro., Toronto.
Jas. Morrison Brass Mfg. Co., Toronto.

P. Campbell & Co., St. John, N.B.
Robert M. Moore & Co., Vancouver and Regina.

Canadian H. W. Johns-Manville Co., Toronto.

LIGHTNING RODS
B. Greening Wire Co., Hamilton.

LINEMEN'S CONSTRUCTION TOOLS
Canadian-Warren Axe & Tool Co., St. Catharines.

LINOLEUMS—Plain and Printed
Dominion Oilcloth Co., Montreal.

LINSEED OIL
Sherwin-Williams Co., Montreal.
Sanderson Percy & Co., Toronto.

Dominion Linseed Oil Mills, Baden.
Canada Paint Co., Montreal.
Canada Linseed Oil Mills, Montreal.

LIQUID SOAP CONTAINERS
Red Cross Sanitary Appliance Co., Grimsby.

Soclean, Ltd., Toronto.

LIQUID SOAP AND CONTAINERS
Red Cross Sanitary Appliance Co., Grimsby.

Soclean, Ltd., Toronto.

LIQUID WAX
Martin-Senour Co., Montreal.
Ronuk, Ltd., Toronto.

LIQUID BRONZE
See Bronzing Liquid.

LITHARGE
A. Ramsay & Son Co., Montreal.

LITHOGRAPHED TIN BOXES
Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
E. T. Wright Co., Ltd., Hamilton.

LOCKS, KNOBS, ETC.
Belleville Hardware & Lock Mfg. Co., Belleville.

James Smart Mfg. Co., Brockville.
Hamilton Stove & Heater Co., Hamilton.

National Machinery & Supply Co., Hamilton.

National Hardware Co., Orillia.
Taylor-Forbes Co., Guelph.

Lock Mfg. Co., Peterborough.
Canadian Yale & Towne, Limited, St. Catharines.

Springer Lock Mfg. Co., Belleville.

LOG DRIVERS' SUPPLIES
Argall Bros., Three Rivers, Que.
Canadian-Warren Axe & Tool Co., St. Catharines.

Thomas Pink Mfg. Co., Pembroke.

LOGGING CHAINS
McKinnon Chain Co., St. Catharines.

LUBRICATORS
Penberthy Injector Co., Windsor.
James Morrison Brass Mfg. Co., Toronto.

LUMBERING TOOLS
Canadian-Warren Axe & Tool Co., St. Catharines.

Lachute Shuttle Co., Lachute Mills, Que.

Thos. Pink Mfg. Co., Pembroke.
Argall Bros., Three Rivers, Que.

LUMBER MEASURING MACHINES
James Morrison Brass Mfg. Co., Toronto.

LYE
A. Ramsay & Son Co., Montreal.
E. W. Gillett Co., Toronto.

MACHINERY TOOLS
Canadian Fairbanks-Morse Co., Toronto.

MACHINE CHAINS
McKinnon Chain Co., St. Catharines.

MACHINE KNIVES
E. C. Atkins & Co., Hamilton.
Henry Disston & Sons, Toronto.

MAIL BOXES
Andrews Wire Works, Watford.

J. E. Beauchamp & Co., Montreal.

MALLETS
Stanley Rule & Level Co., New Britain, Conn.

Lachute Shuttle Co., Lachute Mills, Que.

Brown, Boggs Co., Hamilton.

MANUAL TRAINING BENCHES
Richards-Wilcox Canadian Co., Ltd., London.

MANGLES
Cummer-Downwell, Ltd., Hamilton.
Maxwells, Limited, St. Mary's.

Taylor-Forbes Co., Guelph.
James Smart Mfg. Co., Brockville.

MANTELS—Wood
Barton-Netting Co., Windsor.

Jas. Stewart Mfg. Co., Woodstock.

MAPLE EVAPORATORS
Steel Trough & Machine Co., Tweed.

Earl Construction Co., Athens.

MARINE SUPPLIES
Scythes & Co., Toronto.

Consumers' Cordage Co., Toronto.
James Morrison Brass Mfg. Co., Toronto.

John Leckie & Co., Toronto.

MATCH STANDS (Safety)
MATCH BOXES—Waterproof
Sheet Metal Products Co., Toronto.

MATTOCKS
Welland Vale Mfg. Co., St. Catharines.

MATS
See Door Mats.

MAULS
Whitman & Barnes Mfg. Co., St. Catharines.

James Smart Mfg. Co., Brockville.
Canadian-Warren Axe & Tool Co., St. Catharines.

MEASURES—Imperial
Sheet Metal Products Co., Toronto.

James Smart Mfg. Co., Brockville.
McClary Mfg. Co., London.

MEASURING PUMPS
Wayne Oil Tank & Pump Co., Woodstock.

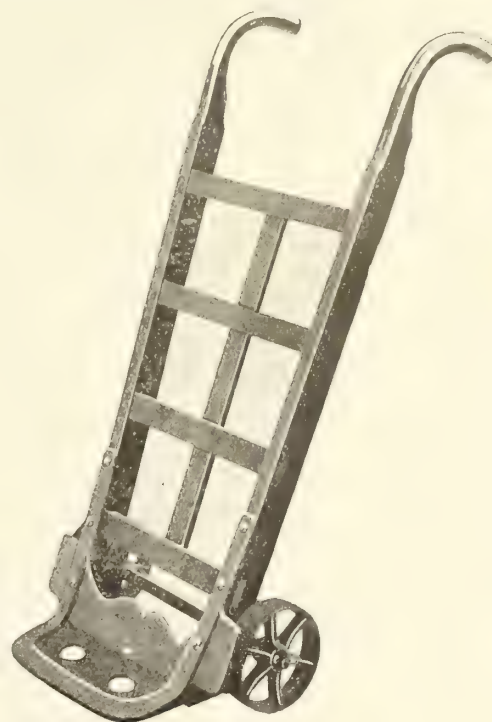
METALS—Ingots and Sheets
Canada Metal Co., Toronto.
McClary Mfg. Co., London.
McClary Mfg. Co., London.
A. C. Leslie & Co., Montreal.
Sheet Metal Products Co., Toronto.
U. S. Steel Products Co., Montreal.

M. & L. Samuel, Benjamin & Co., Toronto.

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and General
Hardware
Specialties,**
Sec. Cat. "D."

"*London*" Wheelbarrows of all Varieties

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London Foundry Company, Ltd., London, Ont.

B. & S. H. Thompson, Montreal.
E. T. Wright Co., Hamilton.
Winnipeg Ceiling & Roofing Co.,
Winnipeg.

METALS Perforated
See Perforated Metals

METAL CEILINGS AND WALLS
McFarlane-Douglas Co., Ottawa,
Ont.

Winnipeg Ceiling & Roofing Co.,
Winnipeg.

Pedlar People, Ltd., Oshawa.

Galt Art Metal Co., Galt.

Metallic Roofing Co., Toronto.

Metal Shingle & Siding Co., Pres-
ton.

A. B. Ormsby Co., Toronto.

METAL POLISHES

Canada Paint Co., Montreal, Que.

Nickel Plate Stove Polish Co.,
Windsor, Ont.

Sherwin-Williams Co., Montreal.

Stuart & Foster, Toronto, Ont.

Canadian H. W. Johns-Manville
Co., Toronto.

METAL SHINGLES, SIDINGS.
See Metal Ceilings.

METAL SHELVING

Dennis Wire & Iron Wks., London.

Pedlar People, Oshawa.

METAL WASHBOARDS

Meakins & Sons, Hamilton.

**METAL CONCRETE REINFORCE-
MENTS**

A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Pres-
ton.

Pedlar People, Oshawa.

METAL FILING DEVICES

Steel Equipment Co., Ottawa.

**METAL GARAGES AND SILO
ROOFS**

A. B. Ormsby Co., Toronto.

Metallic Roofing Co., Toronto.

Metal Shingle & Siding Co., Pres-
ton.

Schultz Bros. Co., Brantford.

Pedlar People, Oshawa.

METAL LATHS

A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Pres-
ton.

Metallic Roofing Co., Toronto.

Pedlar People, Oshawa.

Winnipeg Ceiling & Roofing Co.,
Winnipeg.

MELTING POTS AND LADLES

Hamilton Stove & Heater Co.,
Hamilton.

Erie Iron Works, St. Thomas.

METHYLATED SPIRITS

Sanderson Percy & Co., Toronto.

MICA

S. Fillion & Co., Ottawa.

MILK CAN TRIMMINGS

See Tinware.

MILL SUPPLIES

Canadian Fairbanks-Morse Co.,
Montreal.

Shurly-Dietrich Co., Ltd., Galt.

MILK BOTTLE CARRIERS

Andrews Wire Works, Watford.

MINING SCREENS

B. Greening Wire Co., Hamilton.

Canada Wire & Iron Goods Co.,
Hamilton.

MIRRORS

Toronto Plate Glass Imp. Co., To-
ronto.

Consolidated Plate Glass Co., To-
ronto.

Kinzinger, Bruce & Co., Niagara
Falls.

Hobbs Mfg. Co., Ltd., London.

MITRE BOXES

Stanley Rule & Level Co., New
Britain, Conn.

E. C. Atkins & Co., Hamilton.

MOPS, STICKS, CLOTHS

Wm. Cane Sons Co., Newmarket.

Tarbox Bros., Toronto.

Canada Steel Goods Co., Hamilton.

James Smart Mfg. Co., Brockville.

J. S. Simms & Co., St. John, N.B.

Channell Chemical Co., Toronto.

Clements Mfg. Co., Toronto.

MOP WRINGER—Automatic

Wm. Cane Sons Co., Newmarket.

MORTAR COLORS

Manton Bros., Toronto.

Sanderson Percy & Co., Toronto.

MORTAR HODS

Erie Iron Works, St. Thomas.

MOTOR BOAT SUPPLIES

Canadian Fairbanks-Morse Co.,
Montreal.

Canadian H. W. Johns-Manville
Co., Toronto.

McKinnon Dash Co., St. Cathar-
ines.

MOTOR ACCESSORIES

Canadian Fairbanks-Morse Co.,
Limited, Montreal.
Canadian H. W. Johns-Manville
Co., Toronto.

MOTOR CYCLES

Kinzinger, Bruce & Co., Niagara
Falls.

MOTOR WHEELS FOR BICYCLES

A. E. Bregent, Montreal.

Russell Motor Co., Toronto.

MOULDED RUBBER GOODS

Gutta Percha & Rubber, Ltd., To-
ronto.

MOVING PICTURE CABINETS

A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Pres-
ton.

GAL 15

NAIL BINS

Belair Tank & Tower Co., Mont-
real.

NAIL PULLERS

James Smart Mfg. Co., Brockville.

NAILS (Cut)

Canadian Steel Goods Co., Ham-
ilton.

Steel Co. of Canada, Ltd., Hamil-
ton.

Northern Bolt & Screw Co., Owen
Sound.

NAILS (Wire)

H. S. Howland, Sons & Co., To-
ronto.

Northern Bolt & Screw Co., Owen
Sound.

Imperial Steel & Wire Co., Col-
lingwood, Ont.

P. L. Robertson Mfg. Co., Milton.
ton.

Western Wire & Nail Co., London.

Laidlaw Bale-Tie Co., Hamilton.

Parmenter Bulloch Co., Gananoque.

Steel Co. of Canada, Hamilton.

Canadian Yale & Towne, Ltd., St.
Catharines.

NAME PLATES—Brass

James Morrison Brass Mfg. Co.,
Toronto.

Kinzinger, Bruce & Co., Niagara
Falls.

**NECK YOKES AND ACCES-
ORIES**

McKinnon Dash Co., St. Cathar-
ines.

Canada Steel Goods Co., Hamilton.

Canadian-Warren Axe & Tool Co.,
St. Catharines.

Alex. Gibb, Montreal.

NECK YOKE TRIMMINGS

McKinnon Dash Co., St. Cathar-
ines.

Canada Steel Goods Co., Hamilton.

NATURAL GAS BURNERS

Aylmer Pump & Scale Co., Aylmer.
mer.

Bowes, Jamieson, Ltd., Hamilton.

McClary Mfg. Co., London.

NETS AND NETTING

Scythes & Co., Toronto.

NETTING—Galvanized

See Galvanized Netting.

NICKEL-PLATED WARE

Sheet Metal Products Co., Toron-
to.

McClary Mfg. Co., London.

Gendron Mfg. Co., Toronto.

Bowes, Jamieson, Ltd., Hamilton.

NIPPLES—Pipe

James Morrison Brass Mfg. Co.,
Toronto.

NIPPLES—Wrought Iron

James Morrison Brass Mfg. Co.,
Toronto.

Steel Co. of Canada, Hamilton.

T. McAvity & Sons, St. John, N.B.

NUTS—Iron and Brass

Steel Co. of Canada, Hamilton.

Northern Bolt & Screw Co., Owen
Sound.

James Morrison Brass Mfg. Co.,
Toronto.

NUT CRACKERS

OAR LOCKS

McKinnon Dash Co., St. Cathar-
ines.

OAKUM

A. Ramsay & Son Co., Montreal.

Scythes & Co., Toronto.

James Morrison Brass Mfg. Co.,
Toronto.

OILS—Lubricating

G. F. Stephens & Co., Winnipeg.

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

British America Paint Co., Victo-
ria.

OIL CANS

Sheet Metal Products Co., Toron-
to.

Macdonald Mfg. Co., Toronto.

Dominion Sheet Metal Co. Hamil-
ton.

McClary Mfg. Co., London.

E. T. Wright Co., Hamilton.

Thos. Davidson Mfg. Co., Mont-
real.

**OIL FILTRATION AND CIRCULATING
SYSTEMS**

S. F. Bowser & Co., Toronto.

OIL AND GASOLINE TANKS

Steel Trough & Machine Co.,
Tweed.

Thos. Davidson Mfg. Co., Montreal.

Sheet Metal Products Co., Toronto.

A. B. Ormsby Co., Toronto.

Metal Shingle & Siding Co., Pres-
ton.

Erie Iron Works, St. Thomas.

OIL PUMPS

James Morrison Brass Mfg. Co.,
Toronto.

OIL STOVES

Thos. Davidson Mfg. Co., of Mont-
real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

James Stewart Mfg. Co., Wood-
stock.

Imperial Oil Co., Toronto.

Bowes, Jamieson, Ltd., Hamilton.

OIL STORAGE SYSTEMS

S. F. Bowser & Co., Toronto.

Heller-Allen Co., Windsor.

National Equipment Co., Toronto.

Steel Trough & Machine Co.,
Tweed.

Wayne Oil Tank & Pump Co.,
Woodstock.

OIL SUPPLIES

James Morrison Brass Mfg. Co.,
Toronto.

OIL CUPS

Penberthy Injector Co., Windsor.

James Morrison Brass Mfg. Co.,
Toronto.

Fairgrave Metal & Stamping Co.,
Toronto.

OILERS—Engine and Machine

Whitman & Barnes Mfg. Co., St.
Catharines.

James Morrison Brass Mfg. Co.,
Toronto.

Thos. Davidson Mfg. Co., Mont-
real.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

OILED CLOTHING

Scythes & Co., Toronto.

OIL CLOTHS

Dominion Oilcloth Co., Montreal.

OILY WASTE CANS

James Morrison Brass Mfg. Co.,
Toronto.

Metal Shingle & Siding Co., Pres-
ton.

E. T. Wright Co., Ltd., Hamilton.

A. B. Ormsby Co., Toronto.

Sheet Metal Products Co., Toronto.

McFarlane-Douglas Co., Ottawa.

OPERA AND THEATRE CHAIRS

Stratford Mfg. Co., Stratford.

Specialty Mfg. Co., Grimsby.

E. T. Wright Co., Ltd., Hamilton.

ORNAMENTAL IRON

Dennis Wire & Iron Works Co.,
London.

Canada Wire & Iron Goods Co.,
Hamilton.

OXIDES

Canada Paint Co., Montreal.

PADLOCKS AND LOCKS

Canadian Yale & Towne, Ltd., St.
Catharines.

Springer Lock Mfg. Co., Belleville.

PAILS—Wood

Wm. Cane Sons Co., Newmarket.

PAINTS AND OILS.

Brandram-Henderson, Ltd., Mont-
real.

Canada Paint Co., Montreal.

Imperial Varnish & Color Co., To-
ronto.

Dominion Paint Works, Walkers-
ville.

Ottawa Paint Co., Ottawa.

R. O. Jamieson & Co., Montreal.

Low Bros., Ltd., Toronto.

Martin-Senour Co., Montreal.

Benj. Moore & Co., West Toronto.

Pratt & Lambert, Bridgeburg.

Pinchin-Johnson Co., Toronto.

A. Ramsay & Son Co., Montreal.

British America Paint Co., Victo-
ria.

Sanderson Percy & Co., Toronto.

Sherwin-Williams Co., Montreal.

G. F. Stephens & Co., Winnipeg.

Standard Paint & Varnish Co.,
Windsor.

PAINT—Damp Resisting

Toch Brothers, Oakville.

PAINTS IN TUBES

A. Ramsay & Son Co., Montreal.

Low Bros., Ltd., Toronto.

PAINTS—Roofing and Asphalt

Brantford Roofing Co., Brantford.

Walkerville Roofing Mfg. Co.,
Walkerville.

Patterson Mfg. Co., Toronto.

McFarlane-Douglas Co., Ottawa.

PAINT SPRAYING MACHINES

A. Ramsay & Son Co., Montreal.

Spray

SIMONDS SAWS

Hand Saws

and Crescent Ground Cross-Cut Saws

The strong substantial standard line of Saws. Every Dealer should sell them, both Hand and Cross-Cut. Orders may be sent through any Jobber, or Dealers' Discount quoted on application.

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Branches : St. John, N.B., Vancouver, B.C.



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St. Catharines

Canada

T. McAvity & Sons, St. John, N.B.
Steel Co. of Canada, Ltd., Hamilton.

PLANES

National Mach. & Supply Co., Hamilton.

PLASTER

Albert Mfg. Co., Albert, N.B.
Alabastine Co., Ltd., Paris.
Crown Gypsum Co., Lythmore.

PLASTER OF PARIS

A. Ramsay & Son Co., Montreal.
Sanderson Percy & Co., Toronto.
Canada Paint Co., Montreal.
Alabastine Co., Ltd., Paris.

PLASTIC STOVE LINING

G. F. Sterne & Sons, Brantford.

PLATES AND HOOKS

Kick and Push, Mending
Canada Wire & Iron Goods Co., Hamilton.

Canadian Yale & Towne, Ltd., St. Catharines.

PLATE SCRAPERS

Andrews Wire Works, Watford.

PLIERS

James Morrison Brass Mfg. Co., Toronto.

James Smart Mfg. Co., Brockville.

PLOWS—Grading

Meaford Wheelbarrow Co., Meaford.

PLOW SETS—Steel

Canada Steel Goods Co., Hamilton.

PLUGS—Fusible

James Morrison Brass Mfg. Co., Toronto.

PLUMBING GOODS

See Bath and Lavatory.

PLUMBERS' SUPPLIES

Henry Disston & Sons, Toronto.

James Morrison Brass Mfg. Co., Toronto.

Wallaceburg Brass & Iron Mfg. Co., Wallaceburg.

T. McAvity & Sons, St. John, N.B.

Canada Metal Co., Toronto.

PLUMBERS' SUPPLIES

Rubber Force Cups, Washers

Gutta Percha & Rubber, Ltd., Toronto.

James Morrison Brass Mfg. Co., Toronto.

PLUMBS AND LEVELS

Henry Disston & Sons, Toronto.

Frank Sand Mfg. Co., Windsor.

PLUMB BOBS

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

Henry Disston & Sons, Toronto.

PLUMBAGO

A. Ramsay & Son Co., Montreal.

PNEUMATIC TUBES

Gipe-Hazard Store Service Co., Toronto.

POLISHES—Furniture and Wood

G. F. Stephens & Co., Winnipeg.

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

Sanderson Percy & Co., Toronto.

Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.

Channell Chemical Co., Toronto.

Ronuk, Limited, Toronto.

Glidden Varnish Co., Toronto.

Clements Mfg. Co., Toronto.

H. Nagle & Co., Montreal.

POLISHES—Metal and Stove Pipe

Sherwin-Williams Co., Montreal.

Canada Paint Co., Montreal.

Soclecan, Ltd., Toronto.

Martin-Senour Co., Montreal.

Ronuk, Ltd., Toronto.

Turpentine Producers' Agency, Toronto.

Nickel Plate Polish Co., Windsor.

H. Nagle & Co., Montreal.

POLISHING CLOTHS

Tarbox Bros., Toronto.

Ronuk, Limited, Toronto.

POLISHING BRUSHES—Weighted

Boeckh Bros., Ltd., Toronto.

Boeckh Bros., Ltd., Toronto.

Meakins & Sons, Hamilton.

T. S. Simms & Co., St. John, N.B.

POLE LINE MATERIAL

Steel Co. of Canada, Hamilton.

Canadian H. W. Johns-Manville Co., Toronto.

Lachute Shuttle Co., Lachute Mills, Que.

POST HOLE DIGGERS

Otterville Mfg. Co., Otterville.

Canada Steel Goods Co., Hamilton.

Beatty Bros., Fergus.

Erie Iron Works, St. Thomas.

POST OFFICE EQUIPMENTS

Canadian Yale & Towne, Ltd., St. Catharines.

POULTRY FOUNTAINS

See Trough & Machine Company, Tweed.

POULTRY NETTING

B. Greening Wire Co., Hamilton.

Imperial Steel & Wire Co., Collingwood.

McGregor, Banwell Fence Co., Walkerville.

POULTRY SUPPLIES

Collins Mfg. Co., Toronto.

Zenner Disinfectant Co., Windsor.

See

Lee Mfg. Co., Pembroke.

POWER BRAKES

Steel Bending & Brake Works, Chatham.

POWER HACK SAW MACHINES

Henry Disston & Sons, Toronto.

E. C. Atkins & Co., Hamilton.

POWER PRESSES AND DIES

Brown-Boggs Co., Hamilton.

Steel Bending & Brake Works, Chatham, Ont.

PRESS GUARDS

Brown, Boggs Co., Hamilton.

Canada Wire & Iron Goods Co., Hamilton.

PROPELLER FANS

Canadian Buffalo Forge Co., Berlin.

PRUNING COMPOUND

Sherwin-Williams Co., Montreal.

GAL 17

PULLEYS

Canadian Fairbanks-Morse Co., Montreal.

Beatty Bros., Fergus.

James Smart Mfg. Co., Brockville.

Taylor-Forbes Co., Guelph.

PULLEYS—Clothes Line

Canada Steel Goods Co., Hamilton.

James Smart Mfg. Co., Brockville.

PULLEYS—Hay Fork

Whitman & Barnes Mfg. Co., St. Catharines.

Beatty Bros., Fergus.

James Smart Mfg. Co., Brockville.

PULLEY FILLING

Gutta Percha & Rubber, Ltd., Toronto.

See Builders' Hardware.

PUMICE STONE AND BRICKS

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

PUMPS—Galvanized Iron Chain

Metal Shingle & Siding Co., Preston.

PUMPS

House and Cistern, Plumbers'

James Smart Mfg. Co., Brockville.

James Morrison Brass Mfg. Co., Toronto.

R. McDougall Co., Ltd., Galt.

Canadian Buffalo Forge Co., Berlin.

Beatty Bros., Fergus.

PUMPS—Water and Well

James Smart Mfg. Co., Brockville.

Beatty Bros., Fergus, Ont.

Aylmer Pump & Scale Co., Aylmer.

R. McDougall Co., Ltd., Galt.

Heller-Aller Co., Windsor.

Canadian Fairbanks-Morse Co., Montreal.

Canadian Buffalo Forge Co., Berlin.

Exeter Mfg. Co., Exeter.

PUMPS—Electric and Power

Canadian Buffalo Forge Co., Berlin.

S. F. Bowser & Co., Inc., Toronto.

Beatty Bros., Fergus.

PUMPS—Self-measuring

Steel Trough & Machine Co., Tweed.

S. F. Bowser & Co., Inc., Toronto.

Wayne Oil Tank & Pump Co., Woodstock.

Heller-Aller Co., Windsor.

PUNCHES—Hand and Power

Brown, Boggs Co., Hamilton.

Whitman & Barnes Mfg. Co., St. Catharines.

James Smart Mfg. Co., Brockville.

Canadian Buffalo Forge Co., Berlin.

PUSH BUTTON

Canadian Yale & Towne, Ltd., St. Catharines.

PUTTY

Brandram-Henderson, Ltd., Montreal.

Sanderson Percy & Co., Toronto.

Canada Paint Co., Montreal.

Standard Paint & Varnish Co., Ltd., Windsor.

G. F. Stephens & Co., Winnipeg.

Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.

Steel Co. of Canada, Hamilton.

QUILTING FRAME CLAMPS

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

BACKS AND HANGERS

Taylor-Forbes Co., Guelph.

James Smart Mfg. Co., Brockville.

RADIATORS—Hot Water and Steam

Gurney Foundry Co., Toronto.

Pease Foundry Co., Toronto.

Hamilton Stove & Heater Co., Hamilton.

Bowes, Jamieson, Ltd., Hamilton.

Clare Bros. & Co., Preston.

Taylor-Forbes Co., Guelph.

RADIATOR AIR VENTS

Hamilton Stove & Heater Co., Hamilton.

Pease Foundry Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

Jenkins Bros., Ltd., Montreal.

Penberthy Injector Co., Windsor.

RAILINGS—Brass and Iron

James Morrison Brass Mfg. Co., Toronto.

Canada Wire & Iron Goods Co., Hamilton.

B. Greening Wire Co., Hamilton.

RAKES

Welland Vale Mfg. Co., St. Catharines.

Canada Steel Goods Co., Hamilton.

RANGES—Gas

See Gas Ranges.

RANGES—Electric

See Electric Ranges.

RANGES—Hotel

Gurney Foundry Co., Toronto.

Beach Foundry Co., Ottawa.

McClary Mfg. Co., London.

Enterprise Foundry Co., Sackville, N. B.

Hamilton Stove & Heater Co., Hamilton.

RANGES

Coal, Wood—Cast and Steel

See Stoves and Ranges.

RASPS

Henry Disston & Sons, Toronto.

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Auto-Strop Safety Razor Co., Toronto.

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Auto-Strop Safety Razor Co., Toronto.

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Hamilton Stove & Heater Co., Hamilton.

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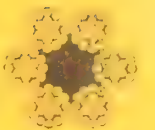
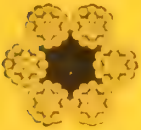
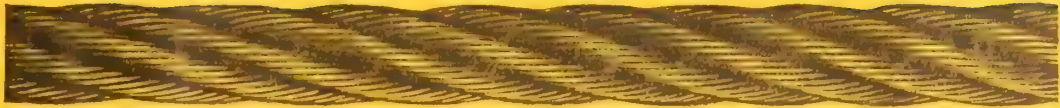
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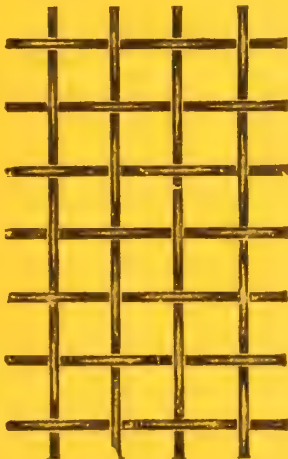
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Steel Co. of Canada, Hamilton.

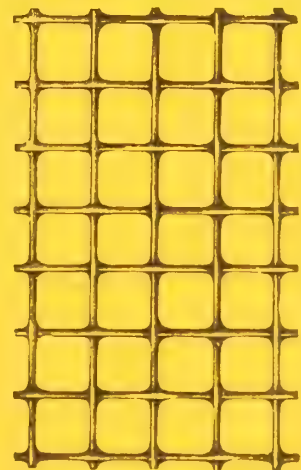


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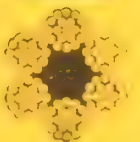
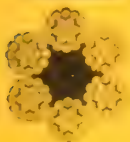
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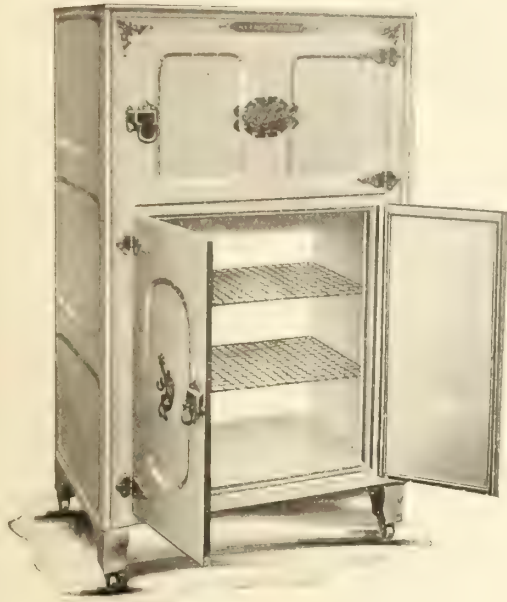
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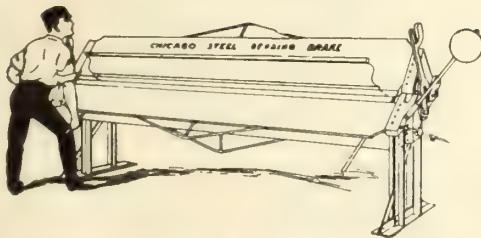
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Jas. Stewart Mfg. Co., Woodstock.

Bowes, Jamieson, Ltd., Hamilton.

Hamilton Stove & Heater Co., Hamilton.

McClary Mfg. Co., London.

STOVE BOARDS
McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

Hamilton Stove & Heater Co., Hamilton.

E. T. Wright Co., Ltd., Hamilton.

Gurney Foundry Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

STOVE PUTTY
G. F. Sterne & Sons, Brantford.

Bowes, Jamieson, Ltd., Hamilton.

Wm. Buck Stove Co., Brantford.

McClary Mfg. Co., London.

STOVEPIPE DAMPERS
Eureka Damper Co., Montreal.

McClary Mfg. Co., London.

Taylor-Forbes Co., Guelph.

STOVEPIPE EYES
Steel Co. of Canada, Ltd., Hamilton.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

STOVE PIPE SUNDRIES
McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.

Sheet Metal Products Co., Toronto.

Collins Mfg. Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

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McClary Mfg. Co., London.

Gurney Foundry Co., Toronto.

STOVE POLISH
Duncan Electric Co., Montreal.

Bowes, Jamieson, Ltd., Hamilton.

Nickel Plate & Stove Polish Co., Windsor, Ont.

McClary Mfg. Co., London.

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A. B. Jardine & Co., Hespeler.

STORE CARRYING SYSTEMS
Richard-Wilcox Canadian Co., London.

Gipe-Hazard Mfg. Co., Toronto.

STORE LADDERS
Richards-Wilcox Canadian Co., London.

STORE FRONTS, METAL
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Hobbs Mfg. Co., London.

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Pedlar People, Oshawa.

Dennis Wire & Iron Works Co., London.

McFarlane-Douglas Co., Ottawa.

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Kawneer Mfg. Co., Guelph.

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Lufkin Rule Co. of Canada, Windsor.

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Wells Bros. of Canada, Galt.

TAPS—Machine Screw, Stove Bolt
Wells Bros. of Canada, Galt.

Steel Co. of Canada, Hamilton.

Pratt & Whitney Co., Dundas.

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Canada Metal Co., Toronto.

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See also Tinware.**TOASTERS**See Tinware.
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See Cordage and Twine.

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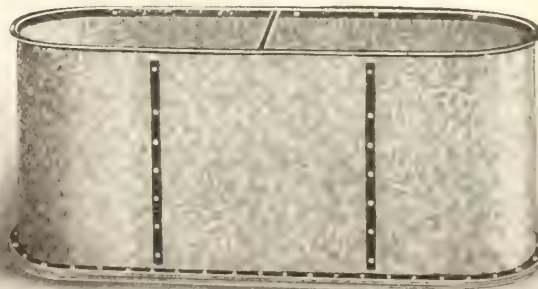
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Spear & Jackson, Sheffield.

J. H. Connor & Son, Ottawa.

Maxwells Limited, St. Mary's.

One Minute Mfg. Co., Toronto.

Taylor-Forbes Co., Guelph.

WRINGERS ROLLSGutta Percha & Rubber, Ltd., To-
ronto.

Cummer-Dowsell, Ltd., Hamilton.

YACHT FITTINGSJames Morrison Brass Mfg. Co.,
Toronto.**ZINC ORNAMENTS AND EN-
RICHMENTS**

Metallic Roofing Co., Toronto.

Pedlar People, Oshawa.

Winnipeg Ceiling & Roofing Co.,
Winnipeg.

McFarlane-Douglas Co., Ottawa.

ZINC—White

G. F. Stephens & Co., Winnipeg.

Sherwin-Williams Co., Montreal.

Martin-Senour Co., Montreal.

A. Ramsay & Son Co., Montreal.

Sanderson Pearey & Co., Toronto.

Brandram-Henderson, Ltd., Mont-
real.

Lowe Bros., Toronto.

Canada Paint Co., Montreal.



PEERLESS

Long Span Gates

are so rigid—so strong—so thor-
oughly and scientifically braced that
even after years of service they
retain their original firmness. If

properly hung, there will be no dragging on the ground—no necessity for having to
lift or carry the gate open or shut. It will always swing easily and always hold its shape.

Made of Best Materials

Frame work of 1½-inch steel tubing electrically welded together. Peerless pipe braced
gates are all filled with No. 9 Open Hearth galvanized steel wire—built for strength and
durability—weather proof and stock proof. Send for free catalog. Ask about
our farm and poultry fencing, also our ornamental fence and gates.

Agents nearly everywhere. Agents wanted
in open territory.

THE BANWELL-HOXIE WIRE FENCE COMPANY, Limited
Winnipeg, Man. Hamilton, Ont.





Maxwell's Home Washer

A high-speed, ball-bearing washer, equipped with specially cut gears that make it light, noiseless and easy-running.

The construction of the dasher makes this type the best for the thorough washing of everything.

It can be operated by hand power or water motor.

It is made in Canada of best quality cypress and is superior in design, construction and finish to any imported washers.

Maxwell

Washing Machines
Food Choppers
Butterworkers
Churns, etc.

WHEN you stock the MAXWELL lines there is a feeling of security in the knowledge that you have not only followed the example of many of the most experienced hardware buyers of Canada, but that you have secured for your trade the highest quality and best value that is offered.

MAXWELL lines give perfect satisfaction, please your old customers and bring you new ones.

The demand is continually growing. Write to-day for Catalogue.

MAXWELLS LIMITED, ST. MARYS, ONTARIO



Using the
Hand Trap
for Field
Practice

TRAPSHOOTING

Puts Action into Idle Guns

THIS fascinating, popular, all-season sport is a trade-maker for dealers. The introduction into the sport of the DU PONT HANDTRAP opens a wider field and creates a larger demand for shells and other sportsmen's supplies.

Trapshooting with the Hand Trap for target throwing is a country-wide, year-round sport, and puts action into idle guns.

Canadian Trade
Supplied by the

**Dominion Cartridge
Company, Montreal**

*For Gun Club Organization Helps
write to*

**E. I. du Pont de Nemours
& Company**

Wilmington, Del., U.S.A.

THE HAND TRAP
IS A YEAR-ROUND
IMPLEMENT.



The Laidlaw Bale-Tie Co.

HAMILTON, ONT. Limited

Geo. W. Laidlaw
Vancouver, B.C.
H. E. O. Bull, Montreal

Harry F. Moulden
Winnipeg, Man.
A. T. Diggins, Stair Bldg., Toronto

Manufacturers of

WIRE NAILS

HAY BALE-TIES STAPLES, ETC.

Buy early—prices are advancing and mills are busy.

MILBRADT LADDERS



Mean a saving of time and better service to your customers by bringing the goods on the top shelves within easy reach.

They are durable, being made of the finest hard wood lumber; are perfectly safe, as they cannot jump the track; take up the least possible space and run noiselessly and so easily that a slight push will propel a ladder the length of an ordinary store.

Write for our complete
**ROLLING LADDER
CATALOGUE**, showing
many styles suitable for
all kinds of shelving.

MILBRADT MANUFACTURING CO.

2400 N. 10th Street,

St. Louis, Mo.

Is Your Stock Complete?

*Ironing Boards
Bake Boards
Clothes Bars
Clothes Driers
Ladders (all kinds)*

*A Post Card will bring
our Catalogue*

Stratford Mfg. Co.
Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding
Settees, Folding Chairs and Tables, Chairs for
Assembly Seating, Lawn, Camp, and Verandah
Furniture, Woodenware, Park Seats, etc.

Stratford

Ontario

Stanley Tools



STANLEY NAIL SETS AND CENTER PUNCHES

"STANLEY" Nail Sets and Center Punches are made of a special grade of tool steel. They are hardened on both ends by an improved process, given an oil temper and will be found to "stand up" under the most severe conditions.

Special care has been taken in selecting the proper knurling for the shank, and the user will find that the feeling of security as to "grip" is a particular feature of "STANLEY" Nail Sets and Center Punches.

The top of the head is shaped to just the right form to reduce to a minimum the possibility of the hammer slipping when striking a blow.

The point or tip of the Nail Sets that comes in contact with the nail is "cupped" and the edges nicely rounded.

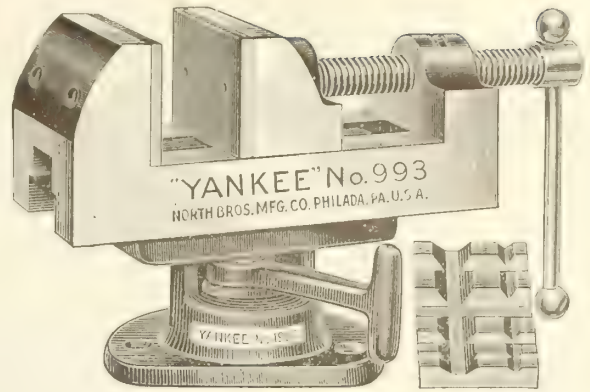
The point or tip of the Center Punches is accurately made and always in the center of the tool.

All sizes of both Nail Sets and Center Punches are four inches long from end to end.

The neat and handy boxes in which they are packed make them an attractive article for counter display.

MANUFACTURED BY

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.



Water gauge mounting.



Gauge or try cock.



Morrison safety water column with high and low water alarm.



Quality

"QUALITY" STEAM AND WATER SPECIALTIES



Model C safety valve, brass. Working pressure 200 lbs. per square inch.



Knickerbocker generator, for increasing efficiency of hot water heating systems.

have been the choice of the engineer who knows for over 30 years.

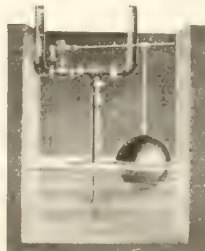
Our aim is to produce a superior line at prices consistent with our quality.

Every article tested before leaving our factory. Every article guaranteed.

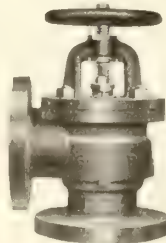
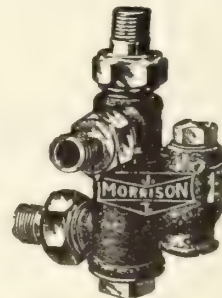
Approved by provincial boiler inspection department.

J. M. T. reducing valves, in sizes $\frac{1}{2}$ in. to 6 in. Will not equalize.

Beaver safety valve, brass. Working pressure 200 lbs. per square inch.



Morrison automatic jet pump or cellar drainer, for draining wells, cellars, tanks, etc. Have been in use for over three years without requiring the slightest attention.

Beaver angle valves Iron or semi-steel body, bronze mounted. In sizes $2\frac{1}{2}$ in. to 10 in. stop, adjustable check, non-return angle or cross valve pattern. Working pressure 250 lbs. per square inch.

J.M.T. injector. A culmination in the design and making of injectors. The improved type having a full forty pounds more field than anything before produced and giving absolute service under varying conditions.



Heints steam trap will automatically control the condensation from heating coils, etc., without loss of steam. Simple in construction, convenient to install.



Sight glass.

The Jas. Morrison Brass Mfg. Co., Limited
93-97 Adelaide Street West, Toronto



J.M.T. globe valve. Renewable disc.



Gem ejector.



J.M.T. gate valve.



Value

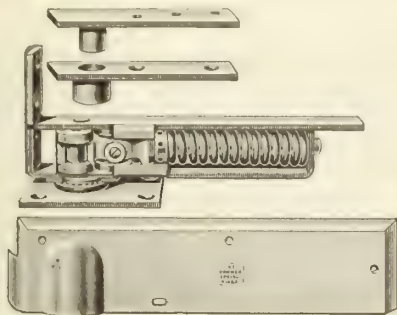
BOMMER

Floor Surface Spring Hinge

Release and Holdback Features
Ball Bearing—Alignment Device

Every moving part of this hinge can be oiled from a single hole on outside of side-plate

Suitable for both double-acting and single-acting doors



This is the most durable hinge of its type. It holds the door open when swung to 90 degrees. The spring-action can also be entirely released as long as desired so that the door will swing free, without spring-action in either direction, by inserting a wire nail (when the door is open) into a hole provided in the side plates for that purpose. The spring-action can be restored by withdrawing the nail.

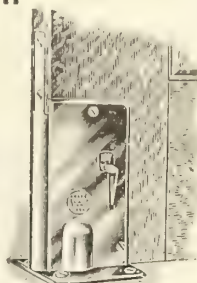
Bommer Bros., Manufacturers, Brooklyn, N.Y.
Canadian Representative, Alex. Thurber, 290 St Paul St.W., Montreal

CHICAGO

SPRING BUTTS

DISTINCTION

The Chicago "Relax" Spring Hinge



has distinctive features which impress your customers and create the demand.

The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

Chicago Spring Butt Company.

CHICAGO



NEW YORK

Send for Catalogue S29

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions

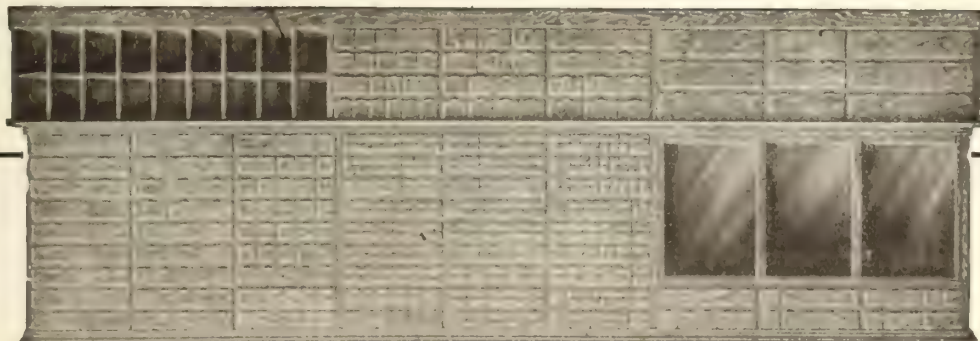


Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.



ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service. Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same. Send for illustrated catalogue, it will interest you.

CAMERON AND CAMPBELL, TORONTO



*The Quality and
Service of*

GOOD YEAR
MADE IN CANADA

**Garden
Hose**

will be invaluable to your store because it makes satisfaction double sure and creates confidence in the rest of your goods, which is of great assistance to your sales in general. Goodyear sales come fast and easy because the road has been well paved by extensive advertising and maintaining a high standard of quality in the goods themselves.



NERO WOVEN HOSE

Plain or Corrugated Cover

"Nero" is an absolutely non-kinkable hose. This feature is due to its special seamless construction. There are no joints, as the fabric is woven right in the hose itself by special machinery. Made any length up to 500 feet.



RELIABLE WRAPPED HOSE

Plain Cover Only

The fabric in "Reliable" brand is cut on the bias and the seams stitched, not just stuck. The cover is made to stand rough handling and dragging over abrasive surfaces.

THE GOODYEAR TIRE & RUBBER CO. OF CANADA

LIMITED

Head Office : Toronto, Ont.

Factory : Bowmanville, Ont.

Branches : Vancouver, Calgary, Edmonton, Regina, Winnipeg, Hamilton, Toronto,
Ottawa, Montreal, St. John, N.B.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS' ASSOCIATION

CANADIAN HARDWARE JOURNAL

D. O. MCKINNON
PRESIDENT AND
GENERAL MANAGER

W. L. EDMONDS
VICE-PRESIDENT AND
CONTRIBUTING EDITOR

JAMES O'HAGAN
WM. J. BRYANS
EDITORS

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GEO. H. HONSBERGER
ADVERTISING MANAGER

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704 UNITY BUILDING
MONTREAL

C. G. BRANDT
CIRCULATION MANAGER

E. J. MACINTYRE
ROOM 1413
GREAT NORTHERN BLDG.
CHICAGO

Subscription Rate, Canada, and Great Britain \$1.00 per year; United States \$1.50 per year.

VOLUME EIGHT

TORONTO, FEBRUARY, 1916

NUMBER TWO

A Practical Convention for Practical Hardwaremen

That is what the annual meeting of the Ontario Retail Hardware & Stove Dealers' Association, to be held in Toronto on Feb. 22-24, promises to be.

THE annual convention of the Ontario Retail Hardware and Stove Dealers' Association, which is to be held at the King Edward Hotel, Toronto, on February 22 to 24, promises to be full of interest and profit.

At any rate, it certainly will be if the efforts of the advisory committee can make it so.

This committee met in Toronto on January 17 to prepare the program, those present being President C. W. Conn, Secretary W. F. Macpherson, Treasurer John Cassin, H. Oecomore, and Hon. Secretary Weston Wrigley. When the committee adjourned it had arranged a program which promises to be the most practical in the history of the association.

One of the most unique and interesting features of the convention will be a discussion of methods and costs entailed in supplying the plumbing, tinsmithing and hardware for a new dwelling. In order that the best possible results may be obtained from this subject detailed plans and specifications of a dwelling have been prepared. A copy of this will be furnished every member of the association, with the request that he submit a tender for the work with as much care as if it was a real and not a supposititious job. That these tenders will prove the occasion for an interesting discussion there can be no doubt.

The installation of hot-air heating systems is another practical subject that is destined to create an interesting discussion.

A subject that will probably have even a wider interest will be a proposal to appoint a committee to

SOME SUBJECTS FOR DISCUSSION

Tendering for plumbing, tinsmithing and hardware for new dwellings.

Installing hot air heating systems.

Methods for fixing prices in order that fair profits may be obtained.

Extending and improving the price book service.

Getting results from the parcel post system.

Inequalities and hardships of the law governing the sale of firearms.

Workmen's Compensation Law.

Subjects from the Question Box.

draw up a schedule of suggestive prices at which certain lines of hardware should be sold in order to secure the dealer a fair profit. The idea is to secure uniform prices in specified districts and not in the province as a whole. If this does not create a discussion nothing will.

The present price book service plan inaugurated by Secretary Macpherson has proved such a great success that proposals for its extension will be submitted at the next convention.

A part of one session will be devoted to discussing experiences with the parcel post system. As certain retailers in the province have been cultivating the use of this system an interesting and illuminating discussion is expected.

As there is an opinion among those in the hardware trade that

the present law governing the sale of firearms is in certain respects unjust to the dealer, a discussion as to advisability of advocating its repeal will be introduced.

Among other matters for discussion which will be introduced will be the effect of the Workmen's Compensation Act upon the hardwareman; the introduction of a new system of accounting for the Association; and amendments to the constitution and by-laws.

It is the intention to devote the evening of February 23 to a joint conference of travelers and members of the Association, during which the question box will be introduced.

In spite of the adverse conditions which ruled during 1915, the year has been one of growth as far as the Association is concerned. Among the new members

I AM A RETAIL PRICE LIST

FOR

BLACK and GALVANIZED IRON PIPE

FILL ME IN. HANG ME UP. KEEP ME REVISED.

BLACK						GALVANIZED					
Nominal Weight Per 100 Feet	Freight and Cartage Per 100 Feet	Size	Net Cost Per 100 Feet	Laid Down Cost Freight Added Per 100 Feet	Sell Per Foot	Special Price	Size	Net Cost Per 100 Feet	Laid Down Cost Freight Added Per 100 Feet	Sell Per Foot	Special Price
Pounds	Cents										
24		1 8					1 8				
42		1 4					1 4				
56		3 8					3 8				
84		1 2					1 2				
112		3 4					3 4				
167		1 1					1 1				
224		1 4					1 4				
268		1 2					1 2				
361		2					2				
574		2 2					2 2				
754		3					3				
900		3 2					3 2				
1066		4					4				

The Ontario Retail Hardware and Stove Dealers Association furnishes free to all members a series of Retail Price Lists in duplicate covering a large range of Standard goods. Membership \$3.00 a year. Apply for particulars to W. F. Macpherson, Sec., Prescott, Ont.

The latest price card issued by Secretary Macpherson of the O.R.H. & S.D.A.

added to the roll are hardwaremen from Alberta, Saskatchewan and Quebec. One membership was obtained from even far away Dakota, this particular hardwareman having joined because of a desire to share in the benefits of the association's price book service. In fact, it is to this service that can be traced many of the new members that have joined during the year. Twenty new members have been added to the roll since the November meeting of the advisory committee.

As the association has purchased a duplicating machine, it is the intention of Secretary Macpherson to

furnish the members with revised cost price lists even more frequently than heretofore.

Hardwaremen attending the convention from outside points will be able to secure the usual special railway rates, arrangements with that end in view having already been made with the transportation companies.

Come to the convention and bring your ideas with you.

RULERS OF THE CONVENTION

The officers of the association for 1915-1916 are: President, C. W. Conn, Tillsonburg; 1st vice-president, W. J. Carter, Picton; 2nd vice-president, James McGregor, Oakville; treasurer, John Caslor, Toronto; auditors, Geo. Mathewson and J. W. Peacock, Toronto; secretary, W. F. Macpherson, Prescott; honorary secretary, Weston Wrigley, Toronto.

The advisory committee is composed of the past-president, president and secretary; and the executive of E. J. Creeper, Owen Sound; D. A. MacNab, Orillia; A. Wideman, Markham; W. W. Bennett, Gananoque; A. J. Wright, Hamilton, and E. A. Whitten, Bracebridge.

HOTEL RATES IN TORONTO

King Edward Hotel, European plan. Room with bath, one person \$2.50, two persons \$4.00; without bath, one person \$1.50, two persons \$2.50.

Queen's Hotel, American plan. Room with bath, \$4.00 up; without bath, \$3.00 up.

Pringe George Hotel, American plan. Room with bath, \$3.50 up; without bath, \$3.00 up.

Walker House, American plan. Room with bath, \$3.00 up; without bath, \$2.50 up.

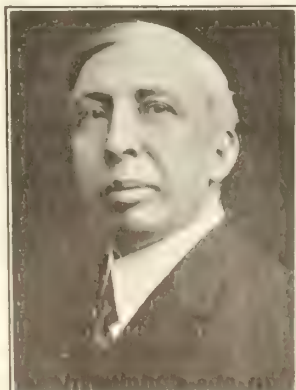
Carls Rite Hotel, American plan. Room with bath, \$3.00 up; without bath, \$2.50 up.

Mossop's Hotel, European plan. Room with bath, one person \$2.00, two persons \$3.50; without bath, one person \$1.50, two persons \$2.50.

Iroquois Hotel, American plan. Room with bath, \$2.50 up; without bath, \$2.00 up.

Those attending convention should make hotel reservations direct with hotel preferred. Ample accommodation is available in above and other hotels, although the Ontario Legislature will be in session.

A. M. Smith, sales manager of the McClary Mfg. Co., London, was elected president of the Canadian Stove Manufacturers' Association at the annual meeting of that body held recently.



PLANS and specifications for new buildings will be submitted and discussed at the coming convention of Ontario hardwaremen in Toronto. Come and participate.

THE MEN BEHIND THE CONVENTION

Pres. C. W. CONN

Sec. W. F. MACPHERSON



Creating a Local Boom in the Sale of Skates

Some ways and means suggested whereby hardwaremen may bring it about.

By W. L. EDMONDS

WHILE skating is a distinctly Canadian sport, yet no mathematical demonstration is necessary to prove that it is not practised to the extent it should be. In every community there are young and middle-aged people in large numbers who never engage in the pastime.

That a great many people could be induced to take up skating as a pastime that now never don a skate there can be no doubt. Over in New York skating has become a fad bordering on the sensational. One large vaudeville show is putting on the boards great scenic events in which skating is the piece de resistance. At some of the hotels dancing has given place to skating, artificial ice being improvised. The psychological effect has been tremendous, and people of all sorts and conditions have become possessed of the skating spirit.

Results Follow Efforts

My reason for referring to what is going on in New York is to show the results that follow in the wake of an effort.

And what has been accomplished in New York on a grand and, in some respects, absurd scale, it is possible to accomplish in a modified and more reasonable way in every city, town and village in Canada.

In other words, it is possible to greatly increase the ordinary, everyday method of skating, minus the frills and thrills now obtruding in New York society.

Naturally, the prime mover in every effort to bring about an increase in the skating pastime is the hardware dealer. It is up to him to set the ball rolling.

There are many things which can be done to increase interest in skating, but the greatest of all is publicity. It is this that excites interest and creates desire.

The advertisement should be couched in language that descants upon the invigorating effect of skating as well as upon the intrinsic merits of the skates which the dealer has in stock. Advertisements written in this vein have a double force: they turn the thoughts of people toward skating and then follows the creation of a desire for a pair of skates.

Posters distributed in the district and in skating rinks will contribute to the development of business.

It should not be difficult to induce the publishers of local newspapers to lend a co-operating hand by inserting articles drawing attention to the beneficial results that follow from indulging in the pastime of skating. Possibly local physicians could be induced to express in the press their opinion regarding the healthy nature of the exercises. Some arrangement might also

be made whereby a statement could be thrown on the screen of local motion-picture shows.

Striking Window Displays

Naturally, good window displays of skates should accompany all such campaigns. Those displays should be as striking and original as it is possible to make them. A window in which figures in the act of skating were displayed would prove a good drawing card. Pictures depicting skating scenes will naturally tend to increase the attractiveness of window displays.

Every window and interior display should be accompanied by neatly and tersely-worded cards, giving prices and other information likely to induce sales.

Benefit Accrues to Other Lines

From a campaign such as that suggested it is not the skate trade alone that would be benefited. There are many other lines which would be benefited as well, but particularly those appertaining to the skating pastime, such as sweaters, hockey sticks, pucks, boots and gauntlets.

One important thing in regard to the trade in skating goods, as well as that in all others, is service. Give service, even if in the giving of it profits are cut down. See that a dissatisfied customer is satisfied, otherwise you have a bad advertisement traveling about on skates. One way of rendering service would be to attach skates to boots at a moderate charge and possibly in certain instances free of charge.

Help from the Clerks

That clerks can help a great deal in increasing the sale of skates there can be no doubt. And there are two ways in which they can do so. The one is by drawing the attention of customers who enter the store to

purchase other articles to the stock of skates and allied lines, such as hockey boots, hockey sticks, gauntlets, and pucks, and by encouraging those to take up skating who have not hitherto done so, or who have discontinued the practice. The other way in which they can promote the sale of skates is by talking about the benefits of skating to people whom they casually meet out of business hours. It, of course, naturally follows that the clerks themselves will engage in the skating pastime, for it is when they are so doing that they will be able to get in a good word for their own store.

During the skating season clerks might also carry with them cards or folders, in which were given, with prices, a list of skating goods that are carried in stock. By this simple process quite a little business would undoubtedly be brought to the store. And the business

[illegible]

A skate ad. that brought business. Original was 9 by 18 inches.

obtained would not be confined to skates or skating accessories, either.

The illustrations printed with this article are reproductions of advertisements from Brace, McKay & Co., Limited, Summerside, P.E.I.; Alex. Martin Sporting Goods Co., Limited, Calgary, and C. J. Mitchell. While all are much reduced in size from the original they serve as good examples of different styles of skate advertising.

DEVELOPING SALES ARGUMENTS

Anybody with the proverbial grain of sense can be a window demonstrator, and turn over placards which state the selling points of the goods which are being featured.

Anybody can be a salesman, if salesmanship consists merely of repeating, parrotlike, the formal sales argu-

Why Not Enjoy Yourself?

MAKE OTHERS HAPPY, TOO.

IT COSTS LITTLE to purchase a pair of Skates and Boots, and skating is healthy, invigorating sport.



Men's Skates and Boots, complete	\$3.75
Men's Skates and Boots, complete	\$5.00
Men's Skates and Boots, complete	\$6.00
Men's Skates and Boots, complete	\$10.00
Ladies' Skates and Boots, complete	\$4.00
Ladies' Skates and Boots, complete	\$5.00
Ladies' Skates and Boots, complete	\$6.50
Boys' Skates and Boots, complete	\$3.25
Boys' Skates and Boots, complete	\$4.50

WHEN OUTFIT IS BOUGHT, SKATES ARE SCREWED ON FREE

Alex. Martin Sporting Goods Co., Ltd.

231 EIGHTH AVENUE EAST.

An ad. which sold goods.

ments which have been worked for season after season with regard to certain lines.

How much better it is to develop new talk and new arguments for these things.

The salesman is, first of all, a consumer. He wears clothes, eats food and uses hardware and other things. His experiences with all these often show him the good points which they possess. He can make no stronger argument in favor of an article than to say, "I use this myself, and I find that it gives satisfaction for certain reasons," naming them.

The personal endorsement of an actual user is much more effective than the impersonal, general claims of the manufacturer.—Inland Storekeeper.

BRITISH INDUSTRIES FAIR

The second British Industries Fair will be held in the Victoria and Albert Museum, Kensington, London, Eng., on February 21 and the following twelve days.

HARDWARE OBITUARY

Thomas Dunn, a pioneer hardware dealer, of Vancouver, B.C., died aged 80 at San Diego, Cal., recently.

Robert C. Brayley, for 25 years representing Doon Twines, Ltd., on the road between Toronto and St. John, N.B., died at Toronto lately.

Henry Stephens died suddenly at Owen Sound recently. He conducted a hardware and tinsmith business there for many years.

Some Tips for the Dealer on Buying

IT takes backbone, and plenty of it to be a successful buyer.

The man who cannot say "no" to his best friend has no business to be buying goods. He would do better to employ someone to do his buying for him.

A buyer should be able to withstand all sorts of pressure—from the innocent tender of a cigar to that shrewder diplomacy which seeks to manipulate his judgment through claims of intimate friendship.

When you do not like a man personally it is easy to "turn him down." But the man whom you sincerely like—the splendid fellow whom you value as a friend—it is a different matter when he asks an order or would persuade you that your policy is to buy more goods than your own judgment sanctions.

The safe buyer is he who settles for himself what goods and what quantities he wants, and refuses to permit his cool judgment to be overruled by anything except hard fact.

Give ear to every seller, man or catalogue, that comes to you, and your heart strings to none.

The Question of Dating

When you get an offer of long dating on goods, look into it. No house can afford to lay out its money without being paid for it. Probably a shorter dating would mean a discount that it would be profitable for you to take.

One great danger of long dating lies in the temptation to overbuy. When the payment time is several

SKATING SUPPLIES

H SKATES
O SHOES
C STICKS
K STRAPS
E PUCKS
Y PADS

Our store has been the headquarters for all kinds of sporting goods in Brantford for 25 years. See our Guns, Rifles, Flashlights, Safety Razors, Jack Knives etc.—all prices.

C. J. MITCHELL

Phone 1848

Ark Repair Shop

An ingenious ad.

months off and the alluring inducements held out that you can sell the goods before you pay for them, the buyer is more than human that is not tempted to buy more than he should. Thus he will have loaded down the shelves with idle stock which ties up dollars that ought to be working.

Choosing a Site in Which to Start Business

A subscriber who asks for suggestions leads to a general discussion of the subject

A SUBSCRIBER who signs himself "Young Seeker" writes the Canadian Hardware Journal asking an expression of opinion regarding a site at which he contemplates opening a hardware store.

The site, he states, is some distance from the principal business centre of the town, which has a population of about twelve thousand, and about a mile from the nearest hardware store. The store which is located on this site can be obtained at a low rental, provided it is leased for a term of years.

Not being conversant with the conditions beyond those outlined by "Young Seeker," who, by the way, has had six years' experience in the hardware trade and has \$2,200 to invest, and is presumably a clerk, it is difficult to give a positive opinion as to the suitability of the site named for the establishment of a hardware store.

Certain Underlying Conditions

There are, however, certain underlying conditions which should be considered whenever it is proposed to open a store. A brief statement of these may apply to the case of "Young Seeker."

The first and foremost of these is: What is the character of the locality? In other words, is the locality one in which the population is, in size and character, likely to consume a sufficient quantity of merchandise to warrant the establishment of a store in its midst?

Another thing to be considered is this: Is the site of the proposed store on the fringe of an area in which the possible customers are all on one side of it, all the other side being bare of population?

A Case in Point

To illustrate what is meant by this, let us cite a case in point.

There is in a certain outlying district of Toronto, in which there has during the last few years been a large increase in population. This district ends at the north side of one of the main thoroughfares. South of this district there is a large and unoccupied territory, which, on account of the purposes to which it is now put, will not be turned into a residential district for many years to come. Notwithstanding this, however, several well-constructed and attractive stores have been erected during the last couple of years on the north side of the main thoroughfare referred to, and, of course, on the southern fringe of the new district. Now, what has been the result? Simply this: With one or two exceptions every merchant who has essayed to build up a business has failed. In fact, there is only one who appears to be making his venture a success, and his store, an exceptionally attractive one, is located on the corner of the main and a side street.

When these stores were being erected a large property owner remarked to the writer: "These stores will never pay."

"Why?" he was asked.

"Simply because there is to the south of them a territory which for many years to come will be without a population from which to draw business," he replied.

And the results have proved that he was right.

There are Exceptions

It does not, of course, follow that because a district

does not at the moment contain a population of large purchasing capacity that such will always be the case.

The writer has in mind districts in certain cities and towns where the population was small and sparse, in which stores had been started, because the merchants who opened them had the foresight to see that in time they would be thickly settled. And they have been well rewarded for their enterprise.

"Young Seeker" does not even give us the name of the town in which he is located. From a plan of the town, however, which he sends us, the site of the store in which he is considering the advisability of opening a business is close to the waterfront. Just at that spot, however, the land abuts to the south, apparently for some distance, and on this land, as indicated in the plan, are a couple of mills. That, of course, indicates as well that population is not far away, especially as streets are indicated. Then, again, it is shown that a few blocks away from the store site are a number of lots for sale. Not knowing the name of the town we cannot say whether it is a growing one or not. If it is a growing one the site ought to be a fairly good one.

Considering the Farmer

Then another thing "Young Seeker" should consider: Is the site of the store he is considering one which farmers are in the habit of passing when entering the town? This is important. Otherwise he will have to depend on local trade.

In summing up, the Hardware Journal would suggest that "Young Seeker" carefully consider the points outlined above, and, furthermore ascertain why the store that he is considering is procurable at a low rental. Possibly those who have previously occupied it may have been lacking in qualities necessary to making it a success, for that is very often the case. The writer recalls a certain store in Toronto which for years seemed to be followed with ill-fate. Merchant after merchant occupied it only to fail, until finally it came into the possession of a couple of enterprising young men, who tore down the old verandah, that kept the light from having full play in the store, and otherwise brightened up the premises. They made a big success where others had previously encountered failure.

The Canadian Hardware Journal would like to hear further from "Young Seeker," and particularly when he has made his final decision. In the meantime The Journal thanks him for giving it the opportunity of discussing a most interesting subject.

Very rarely can you prove to your own satisfaction that any one advertisement has been profitable. The profitableness of advertising is not counted up in that way. It accumulates.

IT costs \$3 a year to be a member of the Ontario Retail Hardware & Stove Dealers' Association, but many times that sum is lost by remaining outside its pale.

Business Methods as Discussed by Exchanges

QUICK TURNOVERS

The cost of doing business has increased tremendously during the past ten or twenty years. On the other hand, gross profits have not increased materially if at all. As a consequence, the retailer must be content with a smaller net profit or he must speed up his turnovers. The speedy turnover is the only solution of the rising costs problem and the simplest way to increase the turnover is to carry smaller stocks and put more steam into the advertising. There are some price advantages in buying large quantities, but the little temporary gain is generally discounted through the loss of capital tied up while the big stock is being moved. Many of the most profitable specialty shops in the larger cities operate on very limited stocks. Some of them carry only goods enough to last a few days. They are in close touch with manufacturers and jobbers and the latter are made to carry the reserve stocks instead of the retailers carrying them. The practice of ordering little and often is a decidedly good one. A score of years ago a merchant could turn his stock once or twice a year and make money, but that day has passed. —Merchants' Record and Show Window.

IT IS MERIT, NOT LUCK, THAT WINS

There is no such thing as luck in business. The man who merits it will win it sooner or later. In order to merit it, he has to offer the right goods and the right service. In addition to this, he must do it at the right time and let people know about it by means of common-sense advertising. Contrary to our expectations, the public is not gifted with the faculty of mind reading. They are deeply interested in their own affairs and not in ours. If we would have them know what we wish to do for them, we must take pains to tell them and to tell it in such a way that they will see it is for their own personal advantage to listen and to heed our suggestions.—Edgar Mills, in American Paint Dealer.

THAT MESSAGE BOY

I have been wondering if all storekeepers had trouble in finding a reliable, industrious boy to run errands and clean up the store. It is some years since I gave up in despair to attempt to secure and retain a satisfactory store boy. Perhaps the trouble is that I expect too much of the boy and look for wealth of experience which only time can accumulate. The principal difficulty seems to be, however, in the boy's parents, and the little care which they take to keep him in the narrow path which all good boys must travel. About a month ago I posted a note on my store window stating "Boy Wanted. Inquire Within." Hardly an hour passed before several dozen boys of all sizes and combinations of intelligence presented themselves in awestruck wonder before my desk. I pride myself on some experience in disposition as shown by a person's face, and selected for the position a bright young fellow who said he lived at home with his mother. I kept him a week, during which time he was late in the morning on four occasions, which he stated was due to his mother's forgetting to wake him up in time for break-

fast. Three afternoons during the week he asked to be allowed to go home an hour earlier, as he said his mother wished him to accompany her to a funeral, and when on Saturday morning he asked to be excused during the afternoon to go with his mother to visit some relation, I reluctantly handed him his week's salary and parted with his further services.—"Thoughtful Thinker," in Hardware Dealers' Magazine.

MAKING MONEY OUT OF BRUSH TRADE

The dealer ought to determine to make just as much money on his brush business as he does on his paint stocks, and he can do so by proper effort. But he should change his policy of cutting prices on brushes, or selling them at the net cost, realizing that there is nothing in it, and that such a plan will lead nowhere.

Making a change in this connection, where the old plan has been in effect for a long while, may be difficult, and it may be necessary to get together with other local dealers for the purpose of eliminating the practice, which is not in line with modern methods and up-to-date ideas regarding the best way to run a business. Every article handled should be made to produce a profit.

Some paint dealers have also depreciated the standing of their brush stocks by making a point of giving away brushes with a certain amount of goods. In other words, if a customer comes in and buys a given assortment of materials the dealer will "throw in" a brush. Now, while he may be able to afford this, it gives the painter the wrong idea about brushes—that they should be given away, instead of sold. The painter who has received a brush or two gratis will not be inclined to plank down his money for one, even though the free brush may not have been of the best quality.—G. D. Grain, Jr., in Paint, Oil & Drug Review.

PERSISTENCY, THOU ART A JEWEL

Seth Brown says: It's easier to find advertising successes than failures, because those who succeed are in evidence while those who fail pass into oblivion.

They do not stay long enough to cast a shadow and are soon forgotten.

But there never was a success without a reason back of it, and the one big reason is persistency.

If you want a list of those who win, check over the list of those who are persistent. You will find that the two agree to a dot.

If this is true, how foolish it is for any advertiser to expect to set aside the rule in his case.

Rules are uniform. Exceptions are dangerous as guide posts.

Mr. Advertiser, your business may be different from any other. Your goods may have a more ready sale. You may have some pronounced advantages in your selling connections, but when it comes to the problem of advertising there is very little difference between your business and that of a thousand other concerns.

If you are to win—make money—you will be wise to follow the experience of the hundreds of those who have done so by making persistency a feature of their work. Exchange.

Power of Window Displays

Series of Christmas windows dressed by Harry Armstrong for H. H. Otten & Son, Barrie, Ont. The first shows ceiling decorations, the second the ground groupings and the third is a general view of hardware times suitable for holiday gifts.



The people of to-day are a nation of window-shoppers. They first look in show-windows for the things they wish to buy. It has been proven time and time again that quicker results can be had from show-window displays than can be had from most other forms of advertising.

A person may read your advertisement, find it convincing enough to cause a desire to own the appliance advertised and resolve to buy it at once. Almost invariably at the time he makes the decision, he is some distance from a place where he can buy the article. Pressure of other matters causes him to forget and the sale is lost unless a window-display reminds him of his intention to buy.

The newspaper and other advertising say to the progressive shopper—"We have goods to sell." The window displays say—"Here are the goods we have to sell." Good business requires both methods of advertising.

GET AFTER THIS TRADE

If I were a hardware dealer, says a writer in "System," I certainly would not allow the jewelry and drug stores in my town to get the cream of the razor business. Setting myself on the pedestal of an expert in steel-edged tools, I would use my windows very frequently to make clear that my selection was complete. One specialty would be the honing of razors and sharpening of safety razor blades, and my argument would be that if my razor work was not satisfactory I would lose a customer, delicately pointing out that a barber might gain a patron by the poor class of work that would cost me a customer.

One special offer I would surely make would be a "service contract," binding me to hone four times any razor selling for over \$2.50, while I would certainly take advantage of the window display material of national advertisers and their booklets on self-shaving. Razor strops, shaving brushes and all equipment for shavers would be featured in turn.

MAP OF EUROPE WORKED OUT IN WINDOW.

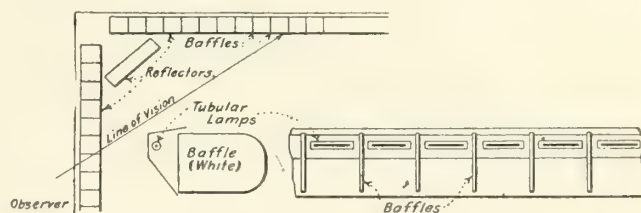
The retail department of the Simmers Seed Co., Toronto, Ont., recently worked out a map of Europe on the window floor with seeds, each country being represented by a different variety. The names of important cities in the various countries were also shown in their proper locations.

It was particularly appropriate on account of the present deep interest in Europe because of the war rag-

ing there. The same idea could be duplicated by hardware dealers to good advantage. The map could be worked out with different kinds of paints instead of seeds. It will prove a good method of attracting public attention.

CONCEALING LAMPS IN CORNER WINDOWS

Displays in corner show windows offer problems in lighting which do not enter when the window faces only one street, because lamps which are entirely invisible from one side of a corner window often shine directly into the eyes of an observer standing on the other side. One Chicago store has eliminated this objectionable glare in its corner windows by using



Baffles to hide lamps in corner windows.

white-enameled baffles in front of the reflectors. The general arrangement of the baffles, reflectors and lamps, which in this particular installation are suspended near the top of the show window, will be made clear by reference to the drawing reproduced above.—Electrical World.

ESSENTIALS IN WINDOW TRIMMING

It is impossible to give here more than a summary treatment of the many considerations, essential to the successful window trimmer. First, there must be a general plan, goods must be well selected, displays must bear a close relationship to stock, and it should be reinforced by proper newspaper advertising. Then, when background, lighting, color, perspective, symmetry, and many other details have been considered, the window may be looked at from the viewpoint of the merchant whose particular goods it is to contain.

TO PASTE PAPER ON ALUMINUM

A Canadian manufacturer writes asking the name or composition of a suitable mucilage which can be depended upon to stick a paper label on an aluminum surface and hold it there. Can any of our readers let us know?—Editor.

GOOD SALES FROM TOY WINDOW

One of the most interesting holiday windows in Halifax during the week preceding Christmas was the north window of A. M. Bell & Co.'s, which was used for the demonstration of mechanical toys. A nice looking boy in a corduroy suit was kept in the window at certain hours whose business was to play with the toys. First he would wind up the dancing donkey and while that animal performed his stunt he would show a card to the admiring crowd naming the price at which the toy was being sold inside the store. While the don-

tempt customers. Making the tables uniform in size permits of various arrangements. At times several are placed together forming a long table; sometimes four are arranged in a square, or they are placed separately according to the merchandise that is to be displayed.—Hardware Age.

AUTO MADE OF GOODS AS WINDOW FEATURE

We have spoken many times of the value of an appropriate central feature in attracting attention to a window display. We reproduce here a sketch of a sug-



ATTRACTIVE interior of Latham's Hardware at Moose Jaw, North-West Territories, and counter display boards. All goods seen at a glance.

key's dance was coming to a convulsive end, the little electric train, running on its own track, was started. Then would come the creeping doll, the dancing bear, the Teddy bear with luminous eyes, the automatic elevator, and what not, and with each toy the boy would show a card with the price. The window was a decided success.

The firm experienced direct results inside from the demonstrations: people immediately wanted to have duplicates of the toys that seemed to give the boy in the window so much enjoyment. It is wonderful how much interest is aroused by a touch of life in a store window—anything that moves, whether mechanical or human, stops the passer-by at once and gets an attention that would not be given to the most elaborate display of an inanimate nature.—Maritime Merchant.

HARDWARE DEALERS DO LIKEWISE

Martin's, Ltd., Amherst, N.S., a dry goods concern, recently conducted a very successful "Made-in-Canada" exhibition in their store, utilizing windows and floor space for this purpose. It was successful from a sales standpoint as well.

NOVEL DISPLAY OF VACUUM CLEANERS

A furniture store in Hamilton recently made a display in their window of some electric vacuum cleaners, featuring seven of them standing. The floor of the window was covered with sand and written in it was the name of the machine. The idea was a splendid one, but it could have been greatly improved if the price had been worked in the sand also.

"TEMPTATION TABLES"

The Kimbrough Hardware Company, Muncie, Ind., calls them "Temptation" tables and the term is a good one. The firm uses eight tables with tops three feet square to display new merchandise in a way that will

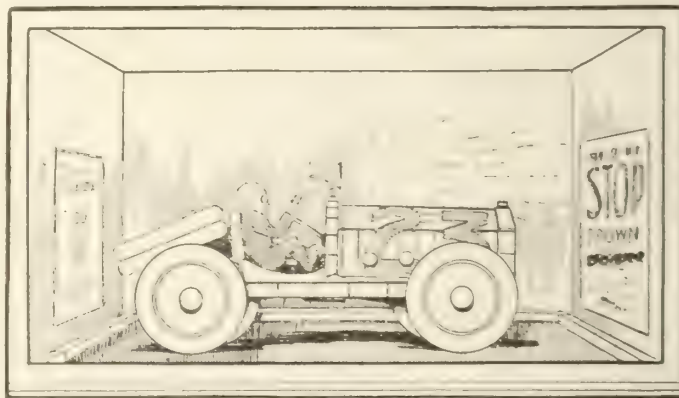
gested display for the dealer's window, in which an auto made almost entirely of goods is a feature. Although its speed record is a little uncertain it is safe to pick it as a winner.

To construct it, first build a platform of the proper height to act as the body of the car and support it by 2x4s, which will be hidden from view by the wheels (circular boxes). Small empty cans are tacked to the centre of each circular box to serve in the capacity of hubs.

On the platform which is already in place, proceed to build the body of the auto with cartons. A careful study of the available goods will suggest unique construction.

A false face, a pair of goggles, gloves and some clothes can quickly be made to serve as a dummy by using packing around a crude frame.

A funnel with an electric light inside serves admir-



Sketch showing auto made of hardware goods as central feature for window display.

ably as a searchlight. The light plays upon a sign such as the one shown in the sketch with the dealer's name heading the copy. The big "23" on the auto is cut out of pasteboard and bent to fit the "hood" of the car.

Attractive Window Display by Toronto Firm

One of the most attractive electric displays in Toronto last Christmas was arranged in the window of the Toronto Electric Construction Company. In this large window space was fitted up a really magnificent scenic background which immediately attracted notice of young and old alike. In the foreground were distributed varieties of electric irons, flashlights for every purpose, including the new dry-cell lanterns, hair-curling irons, voltmeters, ammeters, and Christmas tree decorations.

The scene was a sloping country view decked in winter's garb. There was a viaduct over which flashed an electrically illuminated express train, while along a

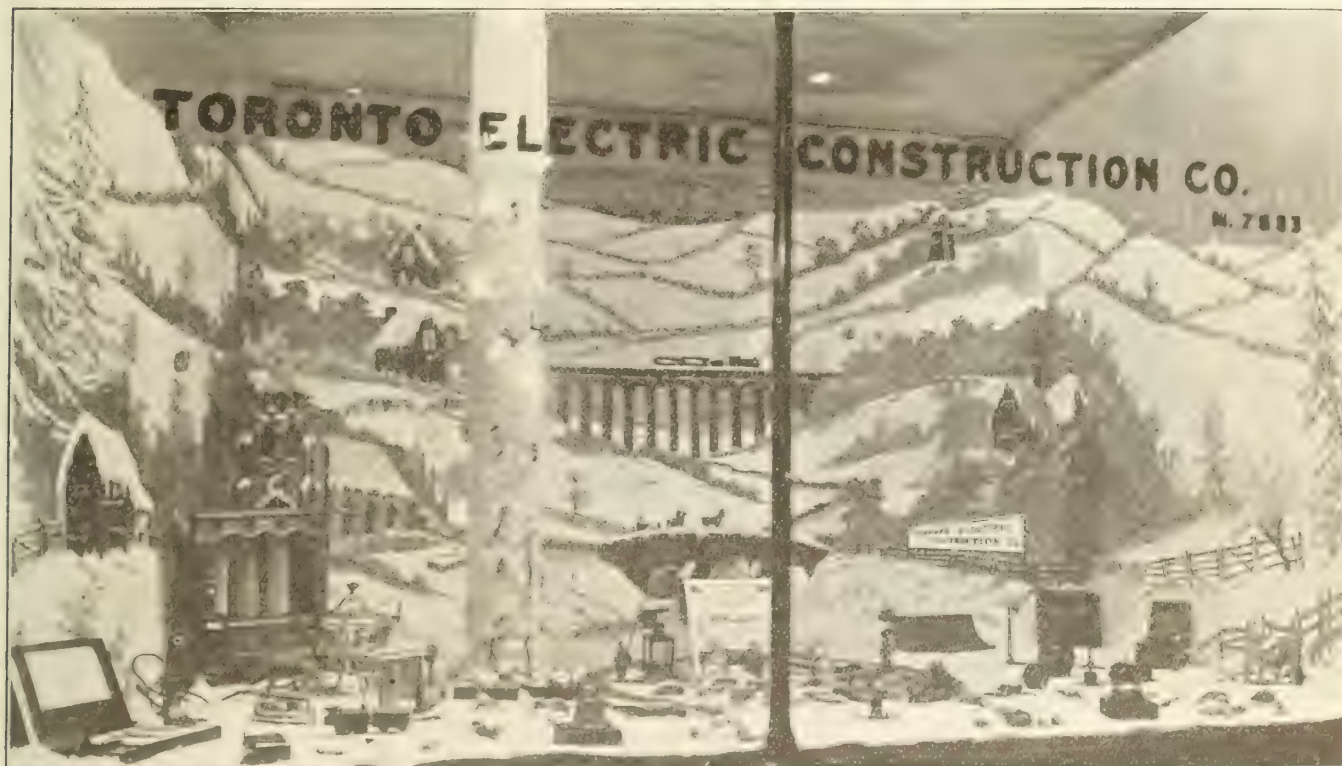
electrical place. The nature of the business was not sacrificed for the scenic reproduction. In fact, the scenic display was in keeping with the nature of the business. The small dynamos were such as would be taken out of the stock of the usual store and the current consumption was not greater than for the usual window lighting.

Beyond the permanent window sign giving the name of the firm, the only card on the shop front contained the following inscription:

"Don't buy wax candles. They are dangerous. See our complete Xmas tree sets."

By way of demonstration, the twinkling lights of a sample Christmas tree set were to be seen in the window, thrust through the cotton batting which constituted the snow for the scene. The combination of electric bulbs and the inflammable cotton was indeed striking. It went to show that naked flame candles were out of the question.

The only fault that could be found with the whole display or the shop-front arrangement was the absence



Excellent Christmas electric window display made by Toronto dealer last year. This window received a great deal of attention and favorable comment.

highway motor cars and rigs proceeded. These vehicles, as well as the train, were operated on endless chains which were driven by small dynamos. In the distance was a country church building, the interior of which was illuminated. Rays of electric light streamed through the windows of neat farmhouses located in various positions. The sky was represented by the usual stage effect of a back curtain on which was represented the moon. All in all, the scenic display was the work of a real artist.

The cost of this display was not unreasonable or out of proportion. And it was good enough to be used for the whole month. It attracted thousands of people each day, and about the window was always congregated a crowd.

Because of the prominent display of electrical goods it was not difficult to ascertain that the store was an

of the building number from the door. There was a lack of numbers on several doors on each side of the electric shop, and the actual address of the store was only ascertainable through enquiry. The lack of house numbers is only too common a fault with Toronto business men and householders. It would seem that this point would give an electrical dealer especially a chance to demonstrate the use and practicability of illuminated number signs for stores and residences.

An Italian was doing his best to buy a colander. The clerk showed him two or three kinds of pans, but the puzzled foreigner shook his head. At last he got an idea:

"You give me this-a kind," he said, "water go ahead, macaroni stop."

Collins' Course in Show Card Writing

27th of a series of
articles specially prepared
for this journal.

FEBRUARY—that odd month. Odd in its number of days. Odd in its position in the calendar, for it has a sort of between-season location. Commercially, or from an advertising point of view, it is the overlapping month between winter and spring. A closing of one and opening of the other.

There is scarcely any business but feels the pressure of this off-season period. There are two things that can be done. One is to make a final clearing of all slow-selling or winter lines, and the other is to push new lines to the front for all they are worth.

There is no better month than February to force a furniture sale or a sale of lines carried by the hardware trade. March starts housecleaning. Housecleaning starts home buying or home furnishing purchasing. It is best then to start early to show the lines you have and the special values you have to offer. Make this a very special sale, including everything for the home

does not mean that you should not make your sale genuine or that you should not give good values with the sale goods. It simply means that good common-sense every-day salesmanship should be brought into play and where possible, better grades should be sold on which a better margin of profit is obtainable.

February also offers one day that may be taken advantage of from an advertising point of view. That is St. Valentine's Day. True, it is not a public holiday, but there is enough interest taken in it to create talk, and anything that will create talk is always good advertising.

For window display and store decoration St. Valentine's furnishes a lavish amount of suggestions and ideas with its symbols. The endless variety of hearts and darts and cupids that may be utilized gives plenty of scope to the enterprising window trimmer and decorator. Red will be the dominating color. Various



Striking window card for February sales.

from cellar to garret. If you have not been in the habit of conducting a sale of this character it may take a season or two to establish it. But make it a fixed affair twice a year and you will soon educate the people to look for it and wait for it and talk about it. You will also be surprised at the results. It matters not how small a town you may be situated in you should conduct this sale. You can reach out into the surrounding country with hand bills and with your advertisements in the weekly papers. It will pay if you conduct it right and give good bargains.

You should not lose sight of the fact with this sale, as with other sales, that regular lines can be sold as well as the special sale goods. In fact, a special sale should be two-fold in character. One is to rid the stock of unsaleable lines during a dull period, and the other is to attract buyers to your store. We use the word "buyers" advisedly, because you should make an effort to sell the regular lines when you have the buyers attracted to your store by the special sale goods. This

sized hearts may be used in conjunction with red ribbons. Price tickets cut heart-shaped will be very appropriate and attractive. These may be made or purchased at small expense from any stationer. If the hearts are white, red figures should be used. If red hearts are used then white letters will look well. Arrows may also be used for price tickets, also for other decorations. Be very particular to have good window displays. Choose lines suitable for home furnishing, not forgetting the bride. Cupids may be placed to advantage in the windows for decorations and will be in keeping with a bride's window.

Treatment of Cards

The sample cards shown this month give a splendid idea of the possibilities of one-color work. These are in plain black on white cards. The cupid card is suitable for your window display for the Valentine season. Your February Sale may lap over this period, and in the event of its doing so you can utilize the St. Valen-

tine's features for decorations. This card is particularly suited for a window display with lines suitable for the bride. These will be useful household needs. With this card prices will need to be placed on each article with neat price tickets. Hearts, as suggested above, may be used for these tickets.

The arrow card may be used as a small price ticket or can be used as a large display card. It can be any



A Valentine window card that should attract attention.

size desired. The wording may refer to the lines in general or to some single article.

The other card is one for general display. But this one, as with almost all window and show cards, is susceptible to much latitude in its use. As with the sample, it can be used as a price card or it may be used as a large window card and one or two prices put on it. The wording may be arranged to suit the lines being shown. Cutting the card out to shape gives it an attractive appearance.

WITH HARDWARE MEN AT THE FRONT

A. Grant MacDonald, assistant superintendent of Schultz Brothers Co., Ltd., Brantford, Ont., who joined the 125th Battalion for service at the Front, has been

transferred to the Canadian Aviation Corps, with the rank of flight lieutenant. He was presented with a handsome portmanteau by his firm.

H. R. Williams, of H. R. Williams & Co., hardware commission dealers, Hamilton, has enlisted for overseas service.

Lieut. R. Hebn Baneroff Buchanan, youngest son of R. H. Buchanan, a Montreal hardware dealer, has been killed in action while fighting with his unit. A cable message was received from the commanding officer of the unit by his father, announcing that Lieut. Buchanan had been killed. A message was also received from General Hughes at Ottawa confirming the sad news.

The message says Lieut. Buchanan fell fighting for his King and Country on the night of Jan. 19th, in Belgium. He was born in 1895, educated at the Lower

LAST CALL FOR CHRISTMAS

These last few days will be busy ones for Xmas shopping. If you will look over this list you will find a great many helpful suggestions—procure pencil and paper, get away into a corner by yourself, clear your thoughts of all other matters and make Xmas 1915 memorable for your wise and careful forethought.

Nothing could be more appropriate and than a good toy for an average child. We have 24, 36, 48, 72, 96, 144, 192, 288, 384, 480, 576, 672, 768, 864, 960, 1056, 1152, 1248, 1344, 1440, 1536, 1632, 1728, 1824, 1920, 2016, 2112, 2208, 2304, 2400, 2496, 2592, 2688, 2784, 2880, 2976, 3072, 3168, 3264, 3360, 3456, 3552, 3648, 3744, 3840, 3936, 4032, 4128, 4224, 4320, 4416, 4512, 4608, 4704, 4800, 4896, 4992, 5088, 5184, 5280, 5376, 5472, 5568, 5664, 5760, 5856, 5952, 6048, 6144, 6240, 6336, 6432, 6528, 6624, 6720, 6816, 6912, 7008, 7104, 7200, 7296, 7392, 7488, 7584, 7680, 7776, 7872, 7968, 8064, 8160, 8256, 8352, 8448, 8544, 8640, 8736, 8832, 8928, 9024, 9120, 9216, 9312, 9408, 9504, 9600, 9696, 9792, 9888, 9984, 10080, 10176, 10272, 10368, 10464, 10560, 10656, 10752, 10848, 10944, 11040, 11136, 11232, 11328, 11424, 11520, 11616, 11712, 11808, 11904, 12000, 12096, 12192, 12288, 12384, 12480, 12576, 12672, 12768, 12864, 12960, 13056, 13152, 13248, 13344, 13440, 13536, 13632, 13728, 13824, 13920, 14016, 14112, 14208, 14304, 14400, 14496, 14592, 14688, 14784, 14880, 14976, 15072, 15168, 15264, 15360, 15456, 15552, 15648, 15744, 15840, 15936, 16032, 16128, 16224, 16320, 16416, 16512, 16608, 16704, 16800, 16896, 16992, 17088, 17184, 17280, 17376, 17472, 17568, 17664, 17760, 17856, 17952, 18048, 18144, 18240, 18336, 18432, 18528, 18624, 18720, 18816, 18912, 19008, 19104, 19200, 19296, 19392, 19488, 19584, 19680, 19776, 19872, 19968, 20064, 20160, 20256, 20352, 20448, 20544, 20640, 20736, 20832, 20928, 21024, 21120, 21216, 21312, 21408, 21504, 21600, 21696, 21792, 21888, 21984, 22080, 22176, 22272, 22368, 22464, 22560, 22656, 22752, 22848, 22944, 23040, 23136, 23232, 23328, 23424, 23520, 23616, 23712, 23808, 23904, 24000, 24096, 24192, 24288, 24384, 24480, 24576, 24672, 24768, 24864, 24960, 25056, 25152, 25248, 25344, 25440, 25536, 25632, 25728, 25824, 25920, 26016, 26112, 26208, 26304, 26400, 26496, 26592, 26688, 26784, 26880, 26976, 27072, 27168, 27264, 27360, 27456, 27552, 27648, 27744, 27840, 27936, 28032, 28128, 28224, 28320, 28416, 28512, 28608, 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A Study of Methods in Stock Taking

Suggestions that should be taken into consideration by retailers when making their annual investigation as to the result of the previous year's business.

THERE never was a time in the history of business when it was not a wise thing to take stock at least once a year. But that it is more necessary to-day than it ever was, owing to the narrow margin of profit upon which business is done, is now generally recognized. Dealing with the subject a writer in the Credit Men's Journal says there are three important questions that require emphasis in retail stocktaking. The first is the method by which the merchant arrives at his net cost. The second is the importance of taking the stock quickly and at the time in the year when it is lowest, and the third is the necessity of accuracy in regard to quantities and to depreciation.

Stocktaking Methods

Dealing with these in order, there are four possible factors that enter into the net cost:

1. Most goods are sold on terms offering to the purchaser a cash discount, as, for example, 2 per cent. ten days or 30 days net.

2. Some goods are sold with a "trade discount" as well as the regular discount for cash, as, for example, terms 2 per cent. 30 days, 90 days net less 10 and 5 per cent.

3. With the exception of a few retailers in large cities, practically all merchants have to pay freight and in many instances pay cartage or keep a horse for the purpose.

4. There may be a fourth factor in the case of very large businesses where an exclusive buyer has to be paid.

In practice it is found that the cash discount referred to in paragraph 1 is counterbalanced by freight and cartage in paragraph 3. Where such counterbalance is known to be the case the cash discount should not be subtracted nor the freight added to the wholesale price to arrive at the net cost. In the case of such merchants as pay no freight, the cash discount should be deducted, whether it is taken advantage of or not.

Trade Discounts

With regard to the trade discount, this is generally given for the reason that the retail merchant who gets it buys an unusually large quantity of goods and carries them as a reserve stock. Consequently, to arrive at a fair computation of the goods value for inventory purposes, this discount should be deducted. However, it is to be remembered that when a merchant carries extra goods in this manner he requires extra warehouse room and has to pay interest on the value of the goods while they constitute part of his surplus. Thus rent and interest should be added in order to arrive at the proper price level. These various points should be regarded before the cost mark is placed on the goods and they are placed upon the shelves.

When to Take Stock

The next question with regard to stocktaking is the time when it should be taken and the celerity with which it should be concluded. As most retailers know, the time to take stock is when the stock is at the lowest point in the year. This usually takes place generally

in January after the Christmas rush. When the stock is lowest it can be taken more easily than at any other time, and, in addition, of course, a merchant's affairs look the best when his stock in trade is lowest and his cash at the highest.

The requirements of some businesses may demand stocktaking more than once a year. However, once is generally enough if it is thoroughly done. Before stocktaking it is wise to run a sale for two or three weeks with a view to getting rid of out-of-season and shop-worn goods. Once the stocktaking begins it should go ahead as fast as possible, even if the staff is required to stay at night for a few days to accomplish it.

Accuracy

The third essential is accuracy. This applies to measuring, weighing and counting. This process should be done as carefully as though the goods were being prepared for a customer. As the goods are measured and entered in the stock books, allowance should be made for depreciation. Some merchants simply take their stock and allow ten per cent. on the whole for depreciation. This is not accurate enough for the ordinary business. Depreciation should be decided on in the case of each class of goods separately. Both as regards the quantities of the goods and as regards the depreciation allowance the utmost accuracy should be observed.

A MISTAKEN IDEA.

Some retailers imagine that they must cut prices on goods that they advertise. On the contrary, the leading retailers in this country do not emphasize cut prices but call attention to quality first and price afterward. They argue "good values for the money" rather than "goods given away," and it is noticeable that they get the cream of the trade.

Where the Farm Hand Balked

Sam had worked on the farm for nine years and until his master took to poultry farming he was quite satisfied with it.

But this poultry business was a bit too much. He had to take the eggs as they were laid and write the date on them with an indelible pencil. And worse than that, he had also to write on the eggs the breed of the hen that laid them.

So one day he marched up to the farmer.

"I'm about fed up," said he, "and I'm going to leave!"

The farmer was astonished.

"Surely, Sam," said he, "you are not going to leave me after all these years?"

"Yes, but I am," retorted Sam. "I've done every kind of rotten job on this here farm, but I'd rather starve than go on being secretary to your old hens."

Don't forget to suggest new and special lines of goods to customers after their regular buying.

Canadian Hardware Journal

TORONTO

FEBRUARY 1916

CANADA

A "Burning Shame."

What may well be called a "burning shame" is the fact that the fire loss in Canada is greatly in excess of that of any other civilized country in the world, and the regrettable feature is that our national position in this regard is constantly becoming worse instead of better. At the present time our Canadian fire losses, in proportion to population, are approximately six times greater than those of Great Britain, while in the United States, where the rate of loss is considerably lower than in Canada, the National Fire Protection Association has recently referred to this "reckless and unnecessary waste" as an "impoverishment of the nation."

Not only is this a great national waste in which all must share, but it falls particularly hard on the shoulders of the business man in higher insurance rates, for where per capita fire losses are high, insurance rates must be correspondingly high. This is shown in a most convincing manner by the fact that the average rate of premium in ten British cities has been but 22 cents per \$100 of insured value, as against an average of \$1.46 in ten Canadian cities.

Canada's huge fire loss is without doubt due to a large extent to carelessness, so that it behooves every retail merchant to do what he can towards fire protection, and to enlist the co-operation of others towards the same end.

It is no use discovering a leak in business unless you put a plug in it.

Any Vacant Windows in Your Community?

In the business sections of most towns there are a number of vacant store windows lying idle. Why should they not be utilized by the merchants of the community instead of being allowed to become an eyesore to the district? The owners of such stores will generally be glad to rent such windows at a low figure because there is more chance of renting a store when the window is clean and a nice display in it than when it is dirty and bare looking, or filled with circus or show posters.

If you have a vacant store in your community, give consideration to this question. The use of the window can generally be secured for a trifle, and a bright display of your goods with a show card telling where they may be secured, should be productive of good results.

Those who do not take stock can only guess where they are at.

Look to Your Profits.

Too many retailers devote their time and energy to building up volume of sales and give too little attention to the matter of profit. This is regrettable, because they not only give their time and labor and receive very little recompense for it, but they take

business away from other dealers who could and would handle it at a profit.

I can see very little satisfaction in turning over a lot of goods, but doing it at little or no profit. Yet, this is just what a good many dealers of to-day are doing. They are so anxious for business that they shade prices to a figure that sometimes leaves no profit when the cost of doing business is considered. They take chances on doubtful accounts that no dealer should take, and at the end of a long period of strenuous work they find that they have accomplished very little in the way of making money.

It is not a pleasing outcome and is especially regrettable in the fact that it could be avoided by keeping a keener eye on profits. It should constantly be borne in mind that every sale costs a certain amount to transact and that that expense must be accounted for before the dealer starts to make any profit for himself.

Know the cost of your goods and the cost of doing business, and figure out a profit for yourself on each sale. It is all right to aim for big volume, but do not sacrifice profit to secure it.

A little more push often pulls a little more business.

A Sign of Disintegration.

The merchant who thinks he knows everything about his business that it is possible to learn is usually he whose business is no larger to-day than it was yesterday or the day he started. And so it will be until he discovers that the more he really knows the more there is for him to learn.

This principle is as true in business as in science.

The ignorant man is he who "knows it all."

Business building is one of the most interesting and fascinating games in the world to those who are daily conceiving new ideas and seeking newer and better methods.

It is well to plan for business, as well as for military, campaigns.

Stir Up a Little Competition Among Clerks.

A Canadian dealer recently related to the writer how he had stimulated sales to a considerable extent by stirring up a little competition among his clerks in the matter of sales. By means of the cash register and the counter check books each clerk's sales were kept track of separately and totalled up at the end of the week and announced. He stated that immediately the plan was inaugurated he could notice his clerks putting forth a greater effort to make sales, because no one cares to be last in any contest. As a further stimulant to effort, a small prize—such as a box of candy—was offered to the one making the best showing each week.

That the clerks took a genuine interest in the com-

petition each week was shown by the fact that while at first the totalling up of sales was left until Monday morning the clerks asked that results be given on Saturday night—which, of course, was easily arranged.

The result of this competition was that sales were considerably increased and clerks made better salesmen, because they gave thought and study as to how they might increase sales.

It is certainly good business to stir up a little competition among clerks in some such way. Another plan is to have a competition among clerks to see which one can sell the most of one particular line in a week. It is wonderful how a little friendly rivalry between clerks will stimulate them to greater action and help swell the store's sales.

Steam is a good thing in the store as well as in the locomotive.

Honesty in the Retail Trade.

We hear a good deal about the honesty of the retailer. Not occasionally is his honesty questioned—frequently by those who are given to finding fault with all humanity and who, in conversation or in fiery letters to the public press, cite some case of dishonesty that they have discovered, or think they have discovered, and for which they are narrow-minded enough to condemn the whole retail trade.

It must be admitted that occasionally we encounter people in the retail trade whose honesty is questionable, just as we do in any line of endeavor, but on the whole the percentage of honest men in the retail trade runs exceedingly high, especially when we consider the opportunities that they have for immediate profit by pursuing doubtful methods or practices.

This defence of the honesty of retailers is occasioned by a recent letter which the writer noticed in a daily newspaper, wherein someone who signed himself "Consumer" used up about all the fiery adjectives in the dictionary in a general condemnation of the retail trade, because he had been or believed he had been "cheated" by a dealer. This shows the need of retailers in general doing all in their power to keep their ranks free from dishonest dealers, who, though they be few in number, give the public a bad opinion of the whole trade.

"Honesty" should ever be the watchword of the retailer, for no dealer can expect to permanently succeed who pursues dishonest or doubtful methods. A dealer may, in the language of the street, "get away with it" for a time, but sooner or later there will come reaction that will show the dealer the folly of his ways.

Happiness comes from a contented mind. But the better the business the more contented the mind.

Why His Profits Were Small.

An inventory is to a business man what an observation taken at sea is to a mariner. It enables him to ascertain his exact position. He may carry on business year after year, guessing his financial position, but he is not certain about it. And where there is uncertainty there is always danger.

The little journal published by the Canadian Credit Men's Trust Association recently recited an instance which illustrates this.

A retailer whose business was increasing in volume year after year could not understand why his profits were not likewise increasing. Consulting one of his

creditors, he was advised to try and ascertain the cause by taking an inventory. He did so, and the upshot of it was that he discovered that his stock on hand had increased at a much more rapid rate than his business. During his first year he had done a business of \$25,000 with not at any time a stock larger than \$7,000. And now, with a stock of \$12,000, his volume was only \$30,000. In other words, while his volume of business had increased 20 per cent., his stock on hand had multiplied by 71 per cent.

But his inventory also led him to discover one or two other things. One was that his expenses had jumped up to 20 per cent. of his gross sales. The other was that there is quite a difference in calculating a profit of 25 per cent. on cost of goods and 25 per cent. on the selling price. His policy to-day is to do a maximum of business with a minimum investment.

In the face of these facts there can be no doubt regarding the importance of taking an inventory at least once a year.

It is beyond the ken of even a scientist to determine the business-pulling power of a good window display.

A Birthday Sale.

A merchant in a Western town has, during the last few years, carried on a special sale on the anniversary of his entering business.

He calls it a "Birthday Sale."

On the day on which this sale is held all whose birthday falls thereon, no matter what their age may be, are allowed a discount of 25 per cent. on the first five dollars' worth of merchandise purchased, and of 10 per cent. on the second five dollars' worth. On purchases beyond the sum of ten dollars no discounts are allowed.

Customers need not produce any proof as to the date of their birth. Their mere statement is accepted.

The merchant does not consider that in a direct way he makes any money from the "Birthday Sale." On the contrary, he is of opinion that, directly, he loses money. But he is quite certain that in the long run he gains materially because of the advertising he obtains.

A special sale of this kind would doubtless interest people whose birthday fell on the particular day on which it is held. It would probably also interest to some extent people whose birthday fell either a few days before or a few days after the "Birthday Sale." It would, therefore, be of some advertising value as far as they were concerned even though they were unable to participate in its benefits.

One thing about a special sale of this kind is that it may bring to the store people who have not hitherto been customers. Another thing is that it sets people talking about the store and its age.

Even if merchants elsewhere may not feel disposed to follow the example of the merchant referred to, it may suggest to them a special sale of a different character.

HOW should the price of hardware be fixed in order that a fair profit may be obtained? The convention will try to determine it.

Brief Editorial Comment on Business Topics

By THE SCRIBE

You can't very well dodge the toll gates on the road to Success.

* * *

Price cutting is not always intentional. Sometimes it occurs through ignorance of costs.

* * *

You can't borrow money at the bank on your opportunities, but you can on what you make out of them.

* * *

An exchange has an article headed "Selling Women." We didn't know that women were being offered for sale.

* * *

Reduce the amount of lost motion in your store work. Study the elimination of unnecessary steps and motions.

* * *

Most customers come into the store with a definite purpose and that is to buy goods. Make it just as easy as possible for them to carry out their intentions to the fullest extent.

* * *

It doesn't cost anything to be courteous. Greet customers with a smile. If you are not too busy open the door for a customer entering or leaving the store. Don't forget to say "thank you."

* * *

It is good business for the country dealer to know something of the personal affairs of customers. To enquire about the health of a relative, to ask how the baby is getting on, to comment on a new horse or ask if the new verandah is finished, are all things that will bind customers closer to the store.

* * *

In handing back a customer's change, don't drop it on the counter but place it in the customer's hand. I saw a lady take much time and dirty a glove trying to pick a nickel off the top of a show case the other day. It would have been just as easy for the clerk to place it in her hand.

Make a study of customers so that you will be able to size them up when they enter your store and be able to tell the character of approach that should be used. You can tell to a large extent by their appearance, but it is wonderful what you can do in the way of sizing people up by a little study. It is something worth studying.

* * *

Is your store the best hardware in your town? If not, why not? If it is not, have you put forth your best effort to make it so? Why is the other fellow ahead of you? Have you made a study of his methods? Don't you think there is a possibility of you making your store the best one in town from your own and also your patrons' viewpoint? Are you not going to make an attempt to make it so?

* * *

"When I went to school," says a successful dealer, "I studied hard so as to be able to stand high. In the same way, I make a study of my business, so as to make a success of it. I study my goods so as to be able to sell them in an intelligent manner, as well as the best plans of building up a large and profitable trade."

* * *

It is a good plan to have all the sales staff concentrate their attention on some one line for a given period. Many dealers have found it productive of good results, especially when a little friendly competition in the matter of selling the largest amount is stirred up among clerks. It is well to have a short conference of clerks before the sale, so as to get the strongest arguments possible to promote the sale of the line.

* * *

"S. G. Freeze," of Calgary, used a reproduction of their signature in the heading of a recent ad., and, commenting on it, said: "We always consider that a contract exists, covering every transaction between the public and ourselves, and guaranteeing an exact performance of every representation or promise. We use this copy of our signature to emphasize this point of view."

STOP THE LEAKS AND SWELL YOUR PROFITS

AT such times as the present it is especially essential that store leaks be closely watched if the business is to pay a profit. There probably never was a time when it required closer management to make a business net a reasonable profit than to-day.

In every store there are little leaks that claim their daily dimes and soon run into dollars, and these should be carefully guarded against. The large leaks, by reason of their size, soon attract attention, but the smaller ones are liable to go on indefinitely before they come to the dealer's notice and are remedied.

If profits are to be maintained, leaks must be eliminated. It behooves the dealer to adopt our slogan, "Stop the leaks and swell the profits."

System That Shows How Business Stands at All Times

System whereby the dealer, without a great deal of work, can make out an inventory showing standing of business once a month or oftener if desired—Gives same information as annual inventory

THE advantage of the annual inventory is that it tells the dealer how he stands and enables him to gauge how he has been progressing throughout the year. It is acknowledged by live merchants that if this same information were available oftener, it would be of immense advantage, but the making of an inventory more than once a year means a good deal of work for the dealer. In fact, it is regarded as

How the System is Worked

This system of monthly inventory practically explains itself to the person who examines the sheet headed "Monthly Statement," which is reproduced here. We will say that this is the statement made out at the end of January. When stock was taken at the first of January, the amount was found to be \$2,970 and the fixtures \$430. These are listed in their respective columns, making a total of \$3,400. The total amount of goods purchased during January was \$2,330. This is very simply kept track of, according as invoices are posted up during the month.

The total sales for the month were \$2,800. Now this is the selling price of goods, while the stock is listed at cost price. How is the cost price of goods sold to be reckoned? Merely by deducting the estimated gross profits on the goods sold. In this case the estimated gross profits were set at 20 per cent. This figure is set from the figures of the previous year's business. For instance, supposing that sales during 1913 were \$20,000, and the gross profits amounted to \$4,000. This would mean that the gross profits of the business averaged 20 per cent. on the turnover. The average gross profits for this year could be expected to be about the same—so deducting 20 per cent. from the \$2,800 sales, which is \$560, the cost of the stock sold would be \$2,240, and this deducted from \$5,730, leaves total amount of stock and fixtures on hand as \$3,490.

Keeping Track of Amount on Books

The other assets of the business consist of bills receivable, cash on hand, and in bank and book accounts. The first two amounts are easily obtained, while the latter is not so difficult to secure either if an "amount on books account" is kept. A sample account of this kind is shown here. The amount on the books on Jan. 1, as shown by the annual inventory, was \$1,000. During January there was sold on credit \$1,500 worth of goods, which would make a total on books of \$2,500,

Monthly Statement			
Amount of Stock on Hand Brought Forward	2970	00	
Amount of Fixtures on Hand Brought Forward	430	00	
TOTAL STOCK AND FIXTURES	3400	00	
Total Purchases for the month from Cash Drawer			
Total Purchases for the month from Invoice Record etc.	2330	00	
TOTAL STOCK AND FIXTURES	5730	00	
Sales for the month	2800		
Less Est. Gross profits 20 per ct	560		
Cost of Goods Sold From Stock	2240		
Sold and Returned and Allowed	2240	00	
STOCK AND FIXTURES ON HAND	3490	00	
Notes and Bills Receivable	470	00	
Book Accounts	1320	00	
Cash on Hand and in Bank	317	00	2107 00
GROSS ASSETS			5597 00
Accounts Payable			1117 00
Notes and Bills Payable			
NET WORTH			4480 00

Monthly statement illustrating the system whereby the dealer can tell standing of business at end of each month.

so laborious by some dealers that they commit the grave mistake of neglecting to take it even once a year, and thus they go on with no actual knowledge as to how their business is going ahead.

A plan is outlined here that will enable the dealer to keep in close touch with his business—give him absolute knowledge of how it is progressing. It is in the form of a monthly inventory, or it might be termed a perpetual inventory, for the dealer, if he desires, can make out a statement of his resources and liabilities in a short time and without a great deal of work at any time he wishes. It does not require a very elaborate system either—in fact, no more accounts than the ordinary well-conducted business should have.

AMOUNT ON BOOKS ACCOUNT

January 1—Total		1,000
Sold for credit in January	1,500	2,500
Received on account	1,180	1,320

AMOUNT OWING ACCOUNT

January 1—Amount owed		1,200
Goods bought in January	2,330	3,530
Paid out for goods in January	2,413	1,117

Amount on Books Account and Amount Owing Account referred to in accompanying article

but the amount received on account was \$1,180, leaving the amount of \$1,320 on books at end of January. This amount, with bills receivable, cash on hand, and in banks and stock makes the total gross assets as \$5,597.

Now, in order to find the net worth of the business, the amount owed must be deducted. The "amount owing account" shows how this is kept track of from month to month. On Jan. 1, the amount owed was \$1,200. During January, there was bought on credit

(Continued on page 54)

The Principles Involved in Pattern Drafting

*An ancient avocation—Source of pattern drafting
—Improvements by Greeks—Later-day methods*

By O. W. KOTHE

In recent years a wonderful wave of enthusiasm in sheet metal pattern drafting has been sweeping over America. Our brother mechanics are taking advantage of the many opportunities offered them for learning it—as the trade school, home study courses, private instruction, pick up as you can, and so on. Most workmen know the sheet metal trade as it stands to-day is without a peer in the entire building trades department.

As all its work is based on geometry of some description, it is therefore evident our skilful mechanics are truly scientific men, and so makes the higher knowledge of our trade a science, rather than an art. Science you must know from rock bottom geometrical principles; while art grows out of science, and is therefore only an ornamental effect. Science is knowing; art is merely doing to please the eye.

Pattern drafting is pretty old, dating back to ancient Egypt, and so its first principles are not new at this late day, nor are there any miracles connected with it. Historical research proves it was used in Babylon, where copper vessels, pots, kettles, vases, and so on required developing to general outlines before hammering into shape.

The wise old Greeks must have known more about it, since they evolved the architecture that we can not to-day improve upon. Of course they did not have the occasion to know what we know to-day, but nevertheless they knew something about it, maybe more than we give them credit for.

Let us trace pattern drafting to its source. (1) Pattern drafting is the developing of surfaces by making lines, and drawn according to fixed rules. (2) These lines or fixed rules drift back to geometry, and geometry is rock bottom for drawing of every description. (3) Geometry traced back is a form of mathematics (which is arithmetic and all its branches), and mathematics are figures, and figures must stand for something.

Therefore, mathematics are mathematics since the beginning of the world and cannot be changed, and the same holds good with geometry; it cannot be changed in principle; but on certain work it can be shortened the same as in arithmetic.

For instance as rapid addition, rapid multiplication, rapid subtraction, short division, and so on. In the same way pattern drafting can often be shortened on certain problems, but not on all.

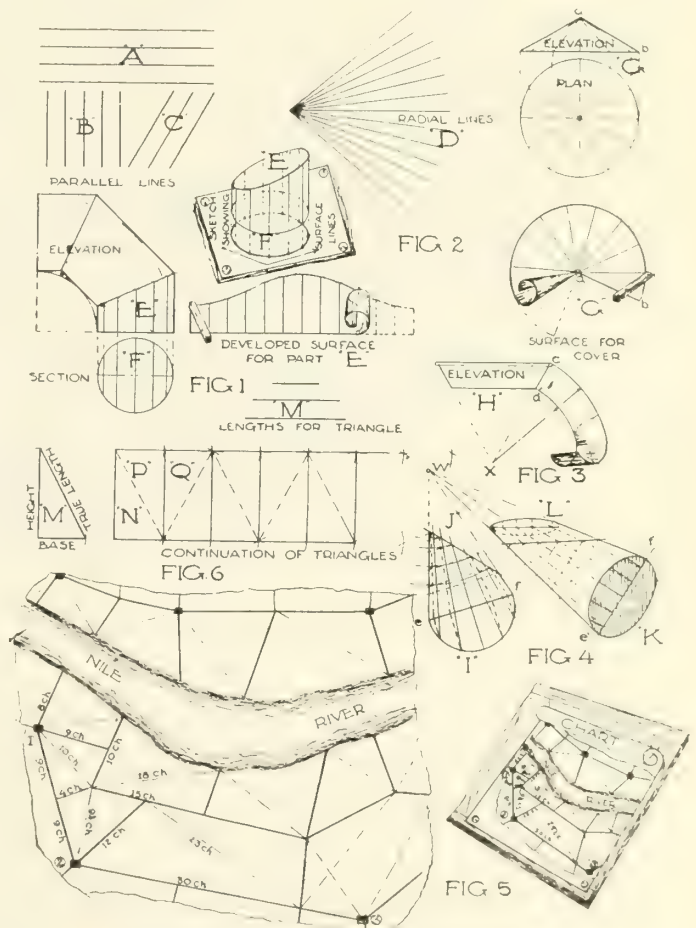
No workman should get it into his head there are short methods for everything to be laid out, and that these short methods are all you need to know to be a qualified workman, because if you do, you will be sadly surprised some day to know how few short methods are really available in comparison to the large number of fittings you must lay out in a certain way by strict geometrical principles.

Pattern drafting of every description simmers down to three distinct principles or methods. And these are as old as the hills as far as the application of geometry is concerned. But within the last five years hundreds of new problems or fittings have been designed in the various branches of our trade that up-to-date trade conditions demand for greater efficiency, convenience,

and appearance. And it is these new problems that demand certain applications of the old geometrical rules for developing the patterns.

To successfully cope with these new trade conditions all the shortened methods, rules of thumb, slap methods and ability to junkle out work will make no man a superior mechanic of broad ability unless he has a thorough systematic training and knowledge of the application of the true old geometrical rules which all successful mechanics have mastered, who have attained a marked degree of advancement.

The trend of knowledge seekers to-day seems to be for short rules, slap rules, rules of thumb that can be



Set of diagrams explanatory of pattern drafting.

memorized overnight for gaining high success to-morrow. It is much like the get-rich-quick concerns of a few years ago who had to give away to more foresighted men who studied trade conditions from rock bottom, and so won merely through the mastery of details.

Therefore to somewhat put the ambitious metal worker "right" I have prepared this drawing plate of different diagrams showing pattern drafting as it really is. There is an ocean of information to be figured out in connection with each separate problem, and the reader will find it very profitable to reason out the

why and wherefore, the how and whatfor each diagram represents. A whole volume could be written on many of the useful pointers these drawings illustrate and then not cover them. Ten years from now you will still find useful pointers that are exemplified in this drawing.

So, briefly, the drawings about Fig. 1 represents the first "rule," known as the "Parallel Line Development Method." Lines always run parallel to one another, and it does not matter whether they are horizontal, vertical, or on an incline, as shown by the group "A," also "B" and "C." They are all parallel lines, although each group runs in its own direction. This method is applied to all fittings that are straight, having the same size on both ends, as elbows, tees and scores of other similar fittings.

The elbow elevation "E" shows this, and the section "F" means the elbow is round, and is used to establish points in mitre line of elevation. It is understood the section is always divided in any number of spaces and from these points lines are erected into elevation until they cut mitre line as shown. These lines represent surface lines in elevation, and those lines in pattern or developed surface if the throat were cut and the lower piece "E" unrolled in the manner shown. These surface lines are better shown in the sketch "E" and "F" of the piece "E" in elevation, and when rolled out flat will show a mitre cut like in the developed surface "E." This principle of producing the lines on the outside should be well borne in mind, because that gives you insight of the unrollment of the fittings.

The drawings shown in connection with Figs. 2, 3 and 4, represent the "Radial Line Development Method," better known as the "Sweep" method. This is the second "rule," and all lines must run to a common centre exactly over the centre of the article. The diagram "D" shows how all the lines run to one centre, thus radiating from one point. This is also shown in the pitched cover, Fig. 2, by "G," where all lines both in plan and elevation run to a centre, and then by cutting the cover a-b in elevation, and placing it as in surface for cover "G," with a weight over the corner (b) the top is rolled out as shown. This is also the pattern and is described with a pair of dividers set equal to the radius a-b of elevation, and made equal in circumference to plan.

Fig. 3 shows a similar problem, but in the shape of a frustum of a cone. We may call it a dishpan; thus cutting off the cone part "H" and only leaving the narrow strip as shown by elevation. This can be unrolled in the same way by cutting in line c-d, as shown, or else describe the arcs from point X, and measure the arcs to the required circumference. Fig. 4 shows the methods of cutting a cone off on a slant. The full lines in drawing "I" are errors that are often made; while the corrections are represented by the dotted lines. This is better shown by "K" how this is done, and why the section must be divided and the lines drawn to the axis line e'-f', after which they are drawn to the centre W.

Now, where these strike the mitre cut, lines must be dropped, so as to make them all true slant lengths, which can only be done as shown. This is also shown by the view "L," which shows why the lines must be squared out to the surface. Considerable study is necessary to see through it properly, and its errors in "I" are best remembered through experience.

The third method of development is "Triangulation," and no doubt dates back to the prosperous Egyptians along the fertile basin of the Nile River. As

everybody knows, this river overflowed its banks every year, and consequently washed away every property owner's land boundary line. So it is evident that at some time or other they used the triangling system for re-establishing their boundary lines.

This is better illustrated by Fig. 5. It shows how it was possible for them to overcome disputes. Stakes were driven above the high water mark, and from these the land was parcelled out as shown by the heavy boundary lines. A chart similar as shown must have been used with dotted lines drawn so as to divide each piece of property into two or more triangles. Certain lengths as we call chains must have been used and these measurements marked as taken from the triangular lines in property on to chart as shown. Now, every time a flood came and washed away the boundary lines, they could readily be re-established by starting from the posts and transferring measurements on ground; thus placing the boundary lines exactly as they were before the flood. A careful study will reveal its simpleness.

In Fig. 6, we go a step further by making triangles from straight lines, as shown by "M." Now, with this triangle, a continuation of triangles, as shown by "N"- "P"- "Q", etc., are established and drawn, and can be extended to any length, distance or size desired. These are the first principles in triangulation, and later on we will take up the secondary principles of obtaining true lengths, etc.

These are the three basic principles in sheet metal pattern drafting; they are long established, and no man can deviate from them unless he slaps or junkles the work out. On the other hand, the geometrical shortened methods are only useful to those who invent them, who know their give and take, and to the man who studies pattern drafting from rock bottom up they are also useful, because he understands why he must go through those shortened operations to get what he wants.

Personally I have gathered I believe the largest supply of shortened rules there are under any one man's thumb in this country and therefore can speak from a knowing point of view solely gathered by experience, travel, and association with brainy men in our trade. That shortened methods are only profitable to those who understand rock bottom principles.—Hardware Trade.

Opportunities in Metal Roofing

There are many products that seem to make their own demand. Usually the introduction of a good article in a community by an enterprising dealer opens new avenues for its sale. The past score of years has witnessed the advent of many new kinds of roofing material, but the production of metal roofing has steadily increased. In certain sections of the country, usually in foreign-speaking communities, tin roofing as well as eavetrough, etc., is given the preference.

A careful observation of the sheet metal work of any locality will demonstrate that the custom or preference is largely a matter of education. If the dealer has more confidence in one class of goods than another he pushes what he believes is best, and gradually the whole community adopts his suggestions. Much has been said and written about the retailer's position in the economic readjustment of business customs, but when the dealer is the right kind of a business man, facts and figures will prove that he is a useful and necessary public servant.

The sale of metal roofing in the many simple and practical styles is as easy as selling wire or nails. Any

Big Ben

Baby Ben



The Business Getters

BIG BEN and Baby Ben have so much confidence in their ability to make good for you that they go right into the homes of your customers and solicit business.

While other clocks are lying 'round the shelves or under the counter waiting for you to sell them, Big Ben and Baby Ben are out plugging for your business and creating a demand for themselves. They do this through the advertising pages of magazines with national circulation.

It took more than mere nerve to step into the advertising limelight and talk to the public about these clocks—it took absolute belief in the clocks themselves and their ability to

satisfy the trade, for every advertisement that appears is a personal endorsement by the Western Clock Co. of the quality of the goods and a guarantee of their excellence.

Advertising *might* sell a poor clock for a year or so—till the public got onto it—but to *keep on* advertising for five years, increasing the sales each year, 90% of them repeat orders, takes a first quality clock to back up the advertising.

Big Ben also contributes to your window and counter displays. He brings neat, interesting show cards and handsome, colored posters to liven up the windows and store and incidentally sell more clocks. He's working on some new stuff that you'll like.

This is to be Big Ben's biggest year. We are having difficulty supplying them fast enough. Right now we are five weeks behind on deliveries, so anticipate your needs.

Western Clock Co.

La Salle, Ill., U. S. A.

Makers of *Westclox*

Toronto Office, 29 Manchester Bldg.

ordinary mechanic can apply V-cripped or corrugated roofing or siding as readily as a tinner. This has helped to relieve the dealers of the erecting work, which many have found undesirable.

In the West, where the air is pure and free from sulphur or coal fumes, iron and steel roofing have given splendid service even where not well cared for. It is an established fact in chemistry and metallurgy that any product made from iron, if not protected, will in time return to its original form, iron ore (rust). The object of painting sheet metal product, whether galvanized or tinned, is to increase its life just as paint increases the service of wood by preventing the base material from decay.

All metal roofing and siding are sold by the square, that is, the amount of material or surface equal to a space 10 feet by 10 feet or 100 square feet. In addition to figuring the amount of material required an allowance must be made for side and end laps as may be found necessary to cover the structure to the best advantage. Quotations are made per square and do not include accessories, such as nails, etc.

A Stock Desirable

Metal roofing, especially in the form of corrugated or V-cripped, is very desirable to carry in stock, but many dealers have neither the room nor the desire to invest in stock, yet secure a good portion of the roofing business of the locality by knowing something about the various sheet metal products and sell from catalogue. The jobbers and manufacturers carry large stocks and are always glad to assist a dealer in developing a good metal roofing business.

The usual experience is that a good metal roof sells more metal roofing and gives confidence in the kindred products such as eavetrough, ridge roll, etc. The secret is knowing the game and understanding that it pays to promote the sale of good material.

Paint is a great boon to man. It beautifies his home and gives longer life wherever used. Metal roofing of any kind should be painted soon after it is applied. The regular painted stock must be re-painted immediately and galvanized or tinned material should be given a good coat of red lead and linseed oil paint after the first or second time rained on, so that the material is sufficiently weathered to cause the paint to adhere.

Every dealer who sells sheet metal goods, roofing, conductor pipe, ridge roll, eavetrough, elbows, etc., should strive to educate his trade to use good material and of No. 26 gauge or heavier. The production of light gauge sheet metal has given many cheap products, but always impress on a purchaser that a thin, flimsy, lightweight or light gauge metal roofing can only serve as a temporary material.

Every dealer can sell metal roofing at a profit and handle the line so that it will attract trade and make friends, but the use of light gauge has been the cause of nearly all the trouble that was ever experienced with this kind of roofing and has been used in many cases simply because purchasers were uninformed on the subject and selected it because the price looked reasonable.

Every season buildings are completed in your locality that present the opportunity to sell some sheet metal products. In addition to being fire preventative and durable roofing when of the proper gauge, it saves the building owner money because it permits a lighter superstructure and costs no more than any other material that gives good service, and is more economical and convenient to apply.

It is quality in any commodity that controls the price, and when you sell a good metal roofing you are giving value and building a business.

SYSTEM THAT SHOWS HOW BUSINESS STANDS AT ALL TIMES

(Continued from page 50.)

\$2,330 worth of goods. There was \$2,413 paid out for goods during the month, leaving a balance of \$1,117. Thus the net worth of the business is shown as \$4,480. Knowing the net worth in this manner at the end of each month, the dealer can keep in close touch with the progress being made, and knows twelve times a year instead of once how his business stands.

System is not Complicated Once Started

This system may seem to involve considerable work, but once it is running smoothly it does not require the time or work that one would imagine. At any rate, it is worth some extra time and attention to be able to know each month just how the business is getting on. It is also important to know whether the amount of stock on hand, of book accounts or amount owing is increasing or decreasing, and how much.

At the end of the year, the annual inventory should, as usual, be taken, because this perpetual inventory may not remain exactly correct during the year, although close enough to serve its purpose. For instance, the percentage of profit may vary somewhat, and this would cause a slight inaccuracy in the figures, which the annual inventory is necessary to correct.

It is quite evident that this system should be started immediately after the annual inventory. It is quite possible to start in at any time, however, by making up the figures on the statement back as far as the last inventory, instead of merely for the month, although it would mean considerable work. If a dealer took an inventory at the first of the year, it would not require a great deal of work to inaugurate this system at the present time.

How to Determine Percentage of Profit.

Care should be taken to get the average gross profit as nearly accurate as possible, because, for instance, a difference of 1 per cent. on annual sales of \$20,000 would make a difference of \$200 in the year. It may probably be advisable to go into the question again of how the percentage of gross profits is arrived at.

If a dealer had a total turnover of \$14,000 during 1913, and on that amount made a gross profit of \$2,660, the percentage of gross profit would be 19 per cent. If on the same turnover, the gross profit was \$2,730, the percentage would be 19½ per cent. Again if a gross profit of \$2,730 were made on a turnover of \$13,000, the percentage of profit would be 21 per cent.

We want this system to be thoroughly understood, because its value to the dealer depends on him thoroughly understanding it. It is not by any means complicated once it is figured out. A dealer may ask how the gross profit for the year is secured. His inventory may show only the net profit. In that case, add the amount of the store's expenses for the year to the net profit, and you have the gross profit. Supposing, for argument's sake, that the dealer's inventory showed a net profit of \$1,480 for the year. The year's expenses were, say, \$1,250. Then the gross profit for the year would be \$2,730.

The Canada Metal Co. will erect a \$25,000 addition to their Toronto plant.

Metal Ceilings and Wall Material as a Money Maker for the Hardwareman

A Saleable and Profitable Line. By W. E. Clark

The sale of metal ceilings and wall materials does not receive its due attention from the average retail hardwareman. It is an end which has more actual profit for him than the majority of other lines. For instance, he can secure the profit from the sale of the materials, the profit from the labor in erecting them, if he has a tinsmith or other handy man in his employ, as well as making the sale of the necessary paint to give the finishing touches to the metal after it is in position. While the best metal ceilings receive an ample coat of flat tone paint, which is an excellent prime coat of one color, before leaving the factory, still the artistic design of a good ceiling lends itself to a few touches of contrasting color for best results. The average hardwareman does not get out and solicit metal ceiling business when there is a store to be built or renovated or a new hall or church going up, or a

advantages. It is a good idea to have a few samples of the different patterns to show the depth of the impression, the snug joints secured by the beads on the panels, and the coating of paint on both sides of the material when it arrives on the job. If it is convenient to have a ceiling of metal in position properly



applied and painted it assists greatly in driving home your arguments, as the customer invariably wants to see an example in position before buying. A handsome classic design of metal ceiling, well put on, will sell more than any other argument.

Most hardwaremen imagine that measuring up a metal ceiling and wall proposition is complicated, which is not so, as all that is necessary is to get the proper size and shape of the room, with its openings noted on a rough sketch, and figure the surface to

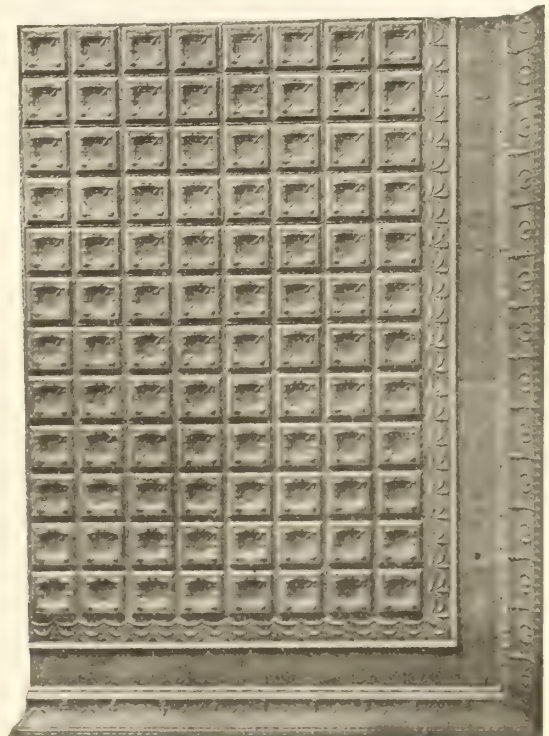


Artistic metal ceiling for church interior.

residence to be made sanitary, fireproof and artistic. He leaves the missionary work to the other fellow, who gets in ahead with plaster or other inferior material, just because the buyer is not familiar with metal ceilings or their prices and advantages.

In the first place, the hardware merchant should get in connection with a firm manufacturing a complete assortment of good ceiling and wall materials. As different jobs require different treatment, some work demands the artistic classified ceiling designs, others the plain sanitary metal covering of a more simple pattern.

Catalogues for the reference file show these complete arrangements, enabling him to illustrate to his customer how these would look, or to secure the use of metal in place of other coverings by exemplifying its



Attractive "Colonial" style ceiling for the drawing room

be covered at a price per square foot, as you would for plaster or wall paper, and estimate the number of lineal feet of coves or cornices, at a catalogue price per foot, and you have your price. If you have the men to erect same, estimate the number of square feet in the job at so much per foot for labor of applying, and you

stand to make a larger percentage of profit for the time and money expended than on most lines you handle, as well as keeping in closer touch with your customers. When you purchase the ceiling from the manufacturers, if you do not have the required design in stock at the time, just send your rough sketch of the room to them, and the draughting department in connection will supply you free of charge with an erection drawing and a list of the materials required, which will enable your workmen to erect the ceiling more readily and to the best advantage.

The successful hardwareman will co-operate with the metal ceiling manufacturer in every possible way, thus securing the best results. This co-operation con-

manufacturers of metal ceilings and walls, which all tends to secure for the hardwareman more business,



Sanitary metal ceiling applied to gymnasium of school building

if he only takes advantage of the opportunity which awaits him in this particular line.

"LONDON" HARDWARE SPECIALTIES

The London Foundry Co., Ltd., London, Ont., have got out a series of sectional catalogues devoted to their products. Four of these are classified as hardware goods—"London" wheelbarrows, trucks of all kinds, "London" washing machines, and hardware specialties. The "London" wheelbarrows come in a number of designs for all purposes, and the company are prepared to make on short notice specials for any kind of use. The trucks include those for use in warehouses, stores, hotels, factories, and by railroads. Wagon trucks, steel trucks, express wagons, baggage barrows, skids, and four-wheel trucks of every description are also made. The "London" washing machines are made



Period style "Colonial" for large hall or theatre ceilings

sists of handing out to the store visitors small booklets or leaflets illustrating a few suitable metal ceiling and wall patterns. This booklet, of course, has the hardware firm name imprinted as the selling agent for that particular town, and is supplied gratis by the manufacturer.

Another method is the supplying the manufacturer with a list of possible prospects in the community who might be interested in metal ceilings. This list is sent direct from the manufacturer, and an attractive folder explaining its many superior qualities, such as its sanitary, fireproof, verminproof, qualities, as well as being the most economical covering, as when it is once installed it is permanent, will not crack and fall off, as does plaster, etc.

This literature is accompanied by a properly-worded letter soliciting the business for Mr. Blank, Hardwareman, who, it explains, is in a position to give every satisfaction. Another satisfactory and profitable method is in newspaper advertising in your local daily or weekly, as it be. This can be done at little expense, as the manufacturer will loan you electros showing illustrations of designs, etc., which tend to make the advertisement attractive and promote the sale of the article mentioned. This advertising links up in an educative campaign with that carried on by the various



Gothic design wall for stately church interior.



for hand, electric, and water motor. Making these for thirty years, the company have steadily improved in style, workmanship and labor-saving devices, and their experience has brought the "London" to the highest point of perfection, so much so that the company specialize on this one line. The hardware specialties include hand post drills, bone cutters, cement tools, builders' supplies, etc. These, too, are of the same standard of excellence as the other lines made by the London Foundry Co.

Handling Prepared Paint in the Hardware Store

Selling to farmers the problem in rural centres—Co-operation with other dealers — Patience in handling paint complaints.

A WRITER in The Hardware Trade says that it can doubtless be stated with all accuracy that the greatest problem the retailer handling prepared paints has is how to overcome the tendency among the farmers to buy paint from other than his local dealer, merely because it is cheap. And right here it can be said that this applies to the Canadian farmer, too.

Rightly handled, paint is one of the easiest things which is likely to be presented to the retailer to solve. First and foremost in meeting this competition and educating the consumer to right paint values is a need for co-operation between the different retailers in the town who handle prepared paints. Unless these dealers bury their individual differences and work together the problem is made more difficult.

Admitting for the sake of argument that there are minor points of preference between the many high-grade prepared paints which are sold through the regular channels, that is no reason why the local merchants should not co-operate for their mutual advantage. In looking into local conditions in a medium-size town where there were two retailers handling high-grade mixed paints, a state of affairs was revealed which is certainly not conducive to keeping the business at home.

Both dealers handled high-grade products. There was in neither line any great talking point which was not pertinent to the other paint. The difference in methods of the dealers is interesting. One could say nothing good regarding his competitor's products. Instead he deliberately went out of his way to knock. He refused to admit even the possibility of merit in his competitor's article. If he could not have the business he did not want the man down the street to have it.

The second merchant had a different idea of things. When asked by a prospective customer regarding the paint sold by the other merchant up the street this second merchant never said a word which could be construed as a knock. He admitted very frankly that his product was as good and no better than was sold at the other store. The composition of the two paints, as printed on the labels, bore him out in this statement.

The result in this particular town was that last season the merchant who could see nothing good in his competitor's article sold comparatively little paint. The second merchant sold a very nice total during the course of the year.

Both Dealers Suffered

But the catalogue houses sold more than the two combined. Why? The answer is easy. With one local dealer openly denouncing the merit of his competitor's article, and the other dealer openly admitting that the two were on a par so far as inherent quality was concerned, the natural thing for the consumer to do was to wonder if both paints were not things to be avoided. He swallowed all the more readily the assertions of the mail-order concern that the only way to buy paint was on a price per gallon basis. Both home merchants suffered.

How much better if these two retailers had gotten together on a common ground and jointly undertaken a campaign of education to show the consumer the ad-

vantage of buying his paint not at a price per gallon but at a price per job. More sales of paint would have been made at home and both dealers would have benefited. As it was, even though one merchant was fair-minded and strictly on the square, both suffered.

The moral of this actual happening is so plain that it needs not to be pointed out. To the dealer who is inclined to want to stir up local strife the writer would merely say, don't do it. It is a harmful practice both from the standpoint of yourself individually and also from the viewpoint of the upbuilding of your local town as a trading centre.

ATTENDING TO PAINT COMPLAINTS

No section of the country is free of consumers' complaints about ready-mixed paint being thin at times. Every dealer has them and every manufacturer of high grade paints knows it is the consumer's fault, but it is not always convenient to prove the point at issue. A book published by an American paint manufacturer gives a striking example. Dealers should read about this:

I got a C. I. D. (Customer in Distress) call from my good friend, the hardware dealer, the other day, says the paint character in the sketch, and I took one of the early trains up that way.

This dealer had sold some of our "outside white" to a customer who came back with the complaint that the paint was too thin, that it wouldn't cover.

Well, I knew what was the matter before I started. The paint was all right. John's customer was simply another one of those sons-o-guns who think they have stirred the paint when they haven't.

John and I goes to the customer's house and gets him to show us the paint. I finds that he had tried to stir it with a piece of a baby broom handle about as big around as your finger.

I gets a piece of wood, makes a flat paddle, and stirs. Pretty quick the paint gets so thick I can hardly stir it at all.

"What did you do with the oil that was in this paint?" I says to John's customer.

He says: "Why, I thought there was too much of it and I poured some of it off."

Now do you see what he had done? In the first place he hadn't stirred the paint. Then he pours off the oil, and that leaves the paint so thick that it don't spread. He was brushin' it away as fast as he put it on.

Well, I gets the oil he had poured off, mixes it in the paint, stirs it up good, and gets ready for my demonstration.

"Where's the brush, now?" I asks.

Well, he had that standing in kerosene oil, and a brush filled with kerosene oil is a mighty poor thing to paint with.

So I cleans out the brush and he shows me a hen coop covered with Venetian red that he wants painted white.

I paints it white, one coat of that well-stirred "—outside white" covered that Venetian red hen coop.

Well, to make it short, everybody was satisfied. John's customer was convinced, John was glad that all doubts had been wiped away; and I was pleased at having had the chance to visit with both of them.

APPRECIATION OF THE LATE ALEX. RAMSAY

By W. L. Edmonds

The passing of Mr. Alex. Ramsay, president of A. Ramsay & Son Company, Montreal, will be regretted by a large circle of friends. He was a gentleman of the old school. He was quiet and dignified, yet genial and whole-hearted. To meet him was a pleasure. To look back upon time spent with him is a rich remembrance.

When the members of the Canadian Manufacturers' Association made their famous trip to the Pacific Coast in 1903 Mr. Ramsay was among those who participated



The late ALEX. RAMSAY
President A. Ramsay & Son, Montreal.

in the journey. Few of those who were his fellow passengers will forget him. In his quiet and unostentatious way he freely associated with those on the train, and when the journey was ended he was one of the outstanding men whose personality had left its stamp on those who were his associates.

When men of the late Alex. Ramsay's stamp pass away his personality remains with the generation that knew him.

BOOKING PAINTS FOR SPRING

The attention of hardware dealers at the present time is devoted to the selection of their paint stock for the coming season. In selecting the spring stock the dealer should make it a point to secure a line of goods in which he has the utmost confidence. It may be that the firm from whom he purchases his paint has several lines of specialties that he does not carry in stock and in which they are trying to get the dealer interested. Whether or not the dealer should stock these lines is for him to decide, but in any event he should not take the agency for a line of specialties unless he intends to push the goods and create enthusiasm among his salesmen regarding the new line. It is unfair to a paint manufacturer for a dealer to place a line of goods on his shelves and leave them there without co-operating

with the manufacturer and making enthusiastic attempts to dispose of them. The demand to-day is for paints of the very best grade. It is only a few years ago that good quality paint was sold for 40c. per quart. The ruling price to-day is 65c. and 70c. per quart, and dealers are selling much larger quantities than ever before. In making a decision regarding the selection of paint the merchant should put quality first. With quality as a foundation, co-operation with the manufacturer, and up-to-date methods of advertising the dealer is bound to get big returns in his paint department.

Satisfaction is a matter of months and years and the far-reaching effect of dissatisfaction is beyond calculation in its damaging effect on business. Of course, it should be remembered that satisfaction is not altogether a matter of price. Adaptability to requirement is an essential element in merchandising paint, and a high grade paint has often been condemned when the fault rested entirely with the user, who was ignorant regarding the proper methods of applying the goods.

This point should be taken up in a thorough manner by the dealer when arranging his spring order, and every salesman should be thoroughly informed regarding all the goods that are being purchased. The services of the paint traveler should be solicited and he will always prove to be a good instructor and will be glad to have the opportunity of posting salesmen on the uses and quality of the goods he is selling, because it means increased sales for the dealer and himself and is a means of preventing future complaints from customers who might be disappointed with the results of their painting if they had not been properly informed regarding the manner in which they should apply the paint.

The very effective co-operation which the manufacturers are offering is helping to increase the number of yearly paint users to a great extent. The dealer should not expect the manufacturer to do all the advertising, but should make an appropriation for advertising his paint department which could, if desired, be run independently of the advertising that is being done by the manufacturer. There are many buildings on every hand that are surely in need of paint. If a merchant would allow each of his salesmen a half-day to go out and get the names of owners whose buildings need painting, he would be surprised to find how many people in his locality were badly in need of paint. These names, if supplied to the manufacturer, with information regarding the character of work that should be done, would have the effect of adding many new customers to the paint department the coming paint season.

Move your paint stock up front. Get it into the windows once in a while. Give it a "show." Keep your store fit for a "crinolin girl" customer, all ruffs and flounces. You'll sell more paint, and you'll know the joy and taste the profit of the real paint man.

* * *

There is always business to be had, if the man who is after it wants it badly enough to make a real effort to get it. This may be laid down as a truism, which the occasional exceptions noticeable do not seriously affect. Regardless of the extent of competition—which is pretty active in the paint trade, just as in other lines of business—the fact remains that certain concerns always manage to get enough orders to keep running, even in the worst of times; and the answer is simply that these concerns are run by men who use their heads regularly and effectively.

Bristle-shedding brushes are one of the greatest detriments to doing good work quickly.

The compressed, nickeled steel ferrules on



"STEEL GRIP" PAINT AND VARNISH BRUSHES

prevent the bristles coming out—this is one good point. ¶ Only the best materials enter into their construction—another good point. ¶ The handles are of the common-sense shape, which will not cramp the hand—and so you might continue with many other features that mean long and satisfactory wear.

PRACTICAL PAINTERS PREFER BOECKH'S

The BOECKH BROS. COMPANY, Ltd., Toronto, Can.

Store Management Complete

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion Book to

Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

Absolutely New

Just Published

Commercial Press, Limited

32 Colborne Street
Toronto, Ontario

Made in Canada



Sweat Pads, Housings and Collar Pads

Cure Gall Sores by Removing their Cause

They are easily sold and handled. Satisfaction is our guarantee. Once used—always used.

*Booklets and Window Signs on request
from Dealers*

**Burlington Windsor Blanket Co.
Limited**

793 King St. West, Toronto, Ontario

MAKING WAR DISPLAY OF PAINTS

Originality in advertising is bound to win out for the paint dealer. Keep your window displays fresh—original. Give them sales-arrangement—punch. Your cash drawer will register the difference in increased business.

In order to carry out an idea of "preparedness" it is not necessary to fill the window with a great quantity of paint itself. It is probable that you will draw more attention to your window if you dress a war window, using only a few cans of paint, those used to represent various type of cannon.

Make a collection of large war pictures and arrange them in a pleasing border effect around the top of your window. An attractive way to do this would be to panel off the border with narrow strips of wood stained in mission stain. The illustrations can then be placed in the centre of these panels. These illustrations should be changed as frequently as it is possible for you to get new pictures. A foot or more from the background

current of air on the flag, making it appear as if it were out in a stiff breeze. Another method of concealing the fan would be to place it back of the fort at one side of the window as near the top as possible.

Do not try to "say" too much in a picturesque window of this type.

PAINT WINDOW SUGGESTION

A novel paint window can be arranged, says the American Paint and Oil Dealer, along the lines of a miniature stage, setting in the centre of your trim a company of paint cans dressed as actors. This gives an opportunity for original phrasing on the signs and show cards, such as "Leading Members of the 'Paint Up' Company." On the front of the stage the sign reads, "Let us show you by an actual performance." Other ingenious phrases can be thought out and worded so that they apply directly to the name or the line which you are showing.

The stage can be made out of a platform framed



PATRIOTIC WAR WINDOW

Splendid timely window display of linoleum, made by The Blowey-Henry Co., of Edmonton, Alta., during campaign for collection of funds for the Canadian Patriotic Fund. It suggests also an idea that might be made use of by hardware dealers to put in a "war window" of paints.

build an imitation fort by covering a wooden framework with sign-painters' muslin which has been painted with a grey coating of some cold water paint applied very heavy and thick. Over this scatter a mixture of very fine crushed stone, rock salt, sawdust, or gravel, in order to imitate masonry or concrete fortifications.

The average painter will be able to work this fortification up in various ways. One way would be to build the framework out of wall board, giving the surface a very heavy stipple effect in cold water paint, and while it is still wet, draw in mortar lines, thus giving an imitation of huge blocks of stone. Openings at the top have paint cans protruding to imitate cannon. Other cans, mounted on small wheels on the floor of the window are also designed to imitate cannon. Another attractive feature can be worked out by hanging the British flag on the tall flagpole of the fort and concealing an electric fan in a box just above the border at the side of the window so that it will throw a steady

with two side columns of paint cans and a small curtain draped around the edges of the opening. It is more than probable that someone about the store will be able to paint a set of "scenery" for the stage, in order to make it more realistic.

Next get the necessary number of dolls and replace the heads with small cans of various kinds of paint. For instance, there would be a small can of floor paint, a can of floor wax, a can of white enamel, a can of varnish, etc. It might also be possible to paint eyes, nose and mouth on these cans, thus adding to the interest of the display. But do not put too much in the window besides the central attraction—that will spoil its effectiveness.

In arranging the dolls in the window, it might be well to suspend the cans from above by means of invisible wires or threads. It would also be possible to dress the cans up with dresses made from crepe paper, thus doing away with the expense of dolls.



A Very Much Advertised Article

There are thousands upon thousands of artistic and appealing advertising "Silent Salesmen" preparing your selling field and backing up your every effort when you are handling

B-H "ENGLISH" PAINT

Painted Publicity and Posters

Field Signs
Painted Walls
Railway Bulletins
Posters (24 sheet)

Newspaper Advertising

Striking series of new
advertisements.
Electros and space both
furnished at our expense.

Store Display

Over a dozen designs of
rich Lithograph and
other Signs.

Price Cards and Counter
Books.

Direct Mail Advertising

Booklets, Personal Letters,
Folders, Color Cards, Advertising to
painters and house-owners.

Advertising Novelties

Unique and original
ideas, attractive and trade
compelling. Especially
designed for B-H
"ENGLISH" PAINT.

Full particulars about all of the above upon further enquiry

BRANDRAM-HENDERSON

LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

Canadian Trade Notes

Fire did \$500 damage to the E. T. Wright Co.'s plant at Hamilton.

Kent, Garvin & Co.'s hardware store, at Hamilton, was damaged by fire recently.

The Perkins Glue Co., of Lansdal, Pa., will locate a Canadian branch at Hamilton.

Fred Barrington's paint store, at Waterloo, Que., was damaged by fire recently.

The Dominion Chain Co., Ltd., has increased its capital stock from \$50,000 to \$500,000.

The Ford Motor Co. of Canada, Ltd., has increased its capital from one to ten millions of dollars.

The Peterborough Metal Products Co. was granted exemption from taxation by a vote of the people.

The Renfrew Electric Mfg. Co., Ltd., has increased its capital from fifty thousand to one hundred thousand dollars.

The Canada Car & Foundry Co., Montreal, will build 2,000 freight cars, valued at \$2,000,000, for the French Government.

The Precision Mfg. Co., Ltd., St. Catharines, Ont., has an Ontario charter to make tools and metal articles. Capital \$60,000.

The Garland Mfg. Co., Ltd., Hamilton, has been incorporated with a capital of \$100,000, to make rope, cordage, twine, etc.

Capt. Paul F. Sise, vice-president and general manager of the Northern Electric Co., Montreal, has enlisted for overseas service.

W. G. Edwards Co., Ltd., capital \$40,000, and headquarters at Bridgeburg, Ont., has been granted a charter to make tools and vehicles.

The Sable River Copper Co., Ltd., Toronto, with a capital of \$100,000, has been incorporated to prospect for and smelt copper and other metals.

Supplementary letters patent have been issued to the Canada Cement Co., Ltd., allowing them to manufacture and deal in iron, steel, and other metals.

T. McAvity & Sons, Ltd., St. John, N.B., gave each of their employees who returned the night of the Thorne fire to protect their building a ten-dollar gold piece.

Thos. L. Perkins, manager of W. H. Thorne & Co.'s paint department, and for 30 years a member of that firm's staff, died at his home in St. John, N.B., recently, after a short illness.

Canadian Bronze Powder Works, Ltd., Montreal, capital \$500,000, has been incorporated to make bronze powders, metal powders, and painters' supplies. R. L. Thorne, Westmount, is interested.

The Robert Simpson Western, Ltd., an offshoot of The Robert Simpson Co. department store at Toronto, has been incorporated with a capital of \$4,000,000 and head office at Regina, Sask.

The National Cash Register Co. of Canada, Ltd., with a capital of \$1,000,000, has been incorporated, with head office at Toronto. H. J. Daly is managing director; W. J. Irvine, assistant manager; C. H. Rooke, office manager, and W. L. Tobias, factory superintendent.

PROMOTED ON THE FIELD

W. F. Macpherson, secretary of the Ontario Retail Hardware and Stove Dealers' Association, Prescott, Ont., has been informed that his son, K. P. Macpher-

son, who is with the Canadian divisional engineers at the Front, has been promoted on the field to a lieutenantancy. Lieutenant Macpherson is a member of the same company as that in which the late Chester Hughes, of Toronto, was a lieutenant.

HARDWARE DEALERS ELECTED TO OFFICE

Lieut.-Col. W. M. Gartshore, vice-president and general manager of the McClary Mfg. Co., was elected mayor of London at the recent municipal elections, but on a recount was tied with his opponent, and on the casting vote of the city clerk was defeated. Other Ontario hardwaremen elected to the office of mayor were: J. H. Crow, Welland (acclamation); Alex. McKay Edwards, Galt, president Galt Stove & Furnace Co. (acclamation); Thos. Doherty, Sarnia, president Doherty Stove Co., Ltd. (acclamation); H. F. G. Dreyer, Blind River.

Among the aldermen elected are C. W. Summers, London (re-elected), and Alex. Ballantyne, Brantford.

Frank White, of the London Rolling Mills, was elected to the London Board of Control.

E. R. Dennis, of the Dennis Wire & Iron Works Co., was elected a member of London's Utilities Board, and W. R. Turnbull, of Turnbull & Cutliffe, Ltd., to the Brantford Street Railway Commission.

W. W. Nobbs, of the McClary Mfg. Co., was elected to the London Board of Education, and Miles Vokes, of the Vokes Hardware Co., to the Toronto Board.

Joseph Weber, Neustadt; J. B. Skelton, Palmerston; Duncan McNabb, Orillia; D. Brocklebank, Arthur, and H. N. Moss, Renfrew, were elected reeves.

New councillors elected are: Chas. W. Conn, Tillsonburg; J. P. Noonan, Mount Forest; A. Goyne, Oshawa, and J. K. Christie, Owen Sound.

H. Occomore was elected by acclamation to Guelph's Board of Water Commissioners.

Frank A. Parke, dealer in auto supplies, was elected mayor of Craik, Sask., by acclamation.

C. W. Hartman, hardware dealer, was elected to the Midland (Ont.) School Board.

A. J. Wright, hardware dealer, Glencoe, Ont., was elected councillor.

J. Brownlee, of Brownlee & Atkinson, hardware dealers, Unionville, Ont., was elected reeve of his municipality.

THE BUSINESS GAME AS I SEE IT.

Observations of the delivery boy

Contentment is desirable providing it doesn't develop into lack of ambition.

"Mon" day should be a good day for collections, but "pay day" is better.

Loading behind the counter is hard on the feet and bad for sales.

An employer doesn't generally throw out anything that is fresh, except it be a "fresh" clerk.

It's the amount of goods that leaves your store and not the amount that enters that really counts.

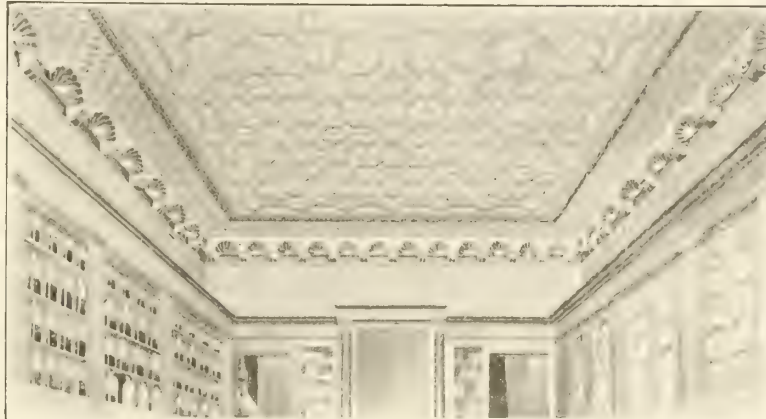
If you think that dirt in your store is not noticed by customers, I think you must have an undesirable lot of customers.

The clerk who is always waiting for a chance to make good, will see many men go by who have hunted up their own chances.

Keeping track of the baseball statistics is such a tax on the mental capacity of some clerks that their ability for correct price figuring is greatly handicapped.

"QUALITY FIRST"

*Machine-cut
beads means
accurate
fitting*



*Accurate
fitting
means saving
of labor*

M.R.CO. METALLIC CEILINGS AND WALLS

are the kind that drop real profits into your pocket. They lay right because they are made right. No gaping joints or skew lines with M.R.CO. Ceilings.

Let us help you get Metallic Ceiling Business

by supplying you free with attractive leaflets, etc., also samples for your window, and display cards.

They are all yours for the asking.



THE "METALLIC" KITCHEN

OUR NEW CATALOGUE

of Metallic Ceiling and Wall Materials will soon be ready for distribution. Drop us a card to-day to put your name on the mailing list for it.

The "Quality House" is safest—
Think of "Safety First."

The Metallic Roofing Co., Limited

MANUFACTURERS TO THE TRADE

TORONTO AND WINNIPEG

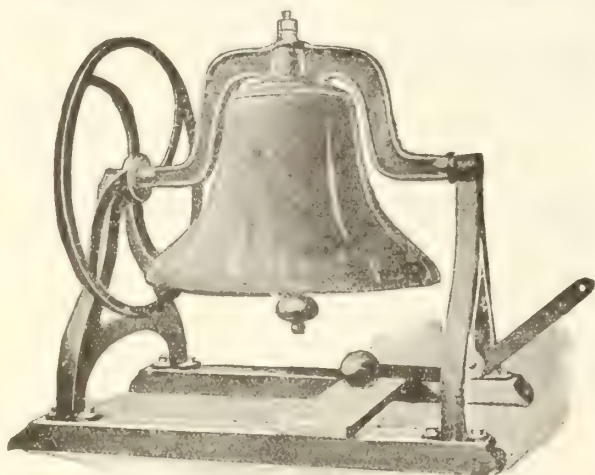
"Made In Canada" BELLS

**For Church, School, Fire
Alarm and Farm Use**

*If you buy "Made In Canada" Bells
they are made in Exeter, Ont., the home
of Canada's Only Steel Bell Factory.*

The superior quality of bell metal used in the Exeter
bell gives them the volume rich tone for which
they are famous

Made in sizes from 15" to 48" diameter



CHURCH BELL WITH TOLLING HAMMER

OUR COMPLETE LINE

Hardware Specialties

Floor Scrapers	Floor Waxing Brushes
Wheelbarrows	Cast Iron Stone Boat Head
Bag Trucks	Cast Water Trough for Stock
Sugar Kettles	Stables
Soot Doors	Ornamental Cresting
Ventilator Grates	Pump Spouts and Fittings
Sash Weights	

Concrete Machinery

Cement Block Machines	Molds for all classes
Cement Brick Machines	of Ornamental Work
Cement Tile Machines	Concrete Mixer,
	hand or gas power

Road Machinery

The most complete line made in Canada

Road Graders	Wheeled and Drag Scrapers
	Road Drags

Get in touch with us

The Exeter Mfg. Co., Limited
Exeter, Ontario

BUSINESS CHANGES

Saskatchewan

Fleming—Dynes & Travis, hardware, commencing.
Cabri—Cabri Hardware Co., sold to C. W. Gimby & Son.

Wadena—Anderson & Anderson, hardware, commencing.

Readlyn—W. A. Eaglestone, implements, adding hardware.

Strassburg—Marshall & Elliott, hardware, sold to J. A. Howse.

Hawarden—Gentner & Milburn, hardware, sold to A. Battersby.

Liberty—Smith & Duncan, hardware, dissolved. H. F. Smith continues.

Tribune—Benning & Kyle, hardware, dissolved, J. H. Benning continuing.

Swift Current—Wetmore Hardware, Ltd., incorporated, capital \$10,000.

Elrose—Rossun & Hendrikson Co., Ltd., hardware and furniture, sold to Martin & Freyer.

Swift Current—Dougherty & Small, hardware, sold to Wetmore Hardware Co., of Regina and Vancouver.

Gray—R. A. Rosebrugh, hardware, sold to Eichenberger & Gillis Co.

Manitoba

Keyes—G. R. Thair, hardware, sold.

Winnipeg—Bon Accord Hardware Co., registered.

Selkirk West—W. S. Young, hardware, commencing.

Winnipeg—Fort Rouge Hardware Co., sold to J. Dowd.

Carman—W. C. Hemenway, hardware, sold to S. J. Staples & Son.

Ontario

Orangeville—S. A. McCartney, hardware, sold to F. A. Falconer.

Quebec

Montreal—J. A. Normandin, hardware, commenced.

SEND US NEWS ITEMS

If you have a bit of news,
Or a joke that will amuse,
Send it in.

A story that is true,
An incident that's new,
We want to hear from you!

Send it in.
Will your story make us laugh?
Send it in.

Send along a photograph,
Send it in.

Never mind about your style,
If it's only worth the while,
And will make the reader smile,
Send it in.

J. A. Normandin, 994 Rue St. Denis, Montreal, will add a complete line of auto accessories in the spring.

Robinson & Co., Ltd., Main and Portage Ave., Winnipeg, intend adding a department of auto accessories.



Flashlights, Batteries and Miniature Lamps

*Being a description of a visit to new plant
of Canadian Ever Ready Works—How
batteries are made — Interesting process*

By J. O. H.



A REVELATION to the layman, and to many an electrician as well, is a visit to the new premises of the Canadian Ever Ready Works, at 263-267 Adelaide Street West, Toronto, where are made the various "Eveready" flashlights, batteries, and other electrical novelties and goods of this company.

From nothing eighteen months ago to a production to-day of 3,000 batteries a day is a record hard to beat, but Sales Manager E. G. Weed, who has charge of the Canadian plant, is authority for this, and a look over the plant convinces one of the truth of the statement. Crowded out of the old premises on Chestnut Street because of increase of business, the Ever Ready Works now occupy the whole top flat of the new Purman Building, giving a floor space of 12,000 square feet. This will provide ample room for growth in the future, as now they are turning out 3,000 batteries, and have equipment providing for 8,000 batteries a day.

The front of the building is given over to salesroom, office, manager's sanctum, board room, and superintendent's office, and behind these are the stock room, with its goods' racks filled with the company's various productions. To give an idea of the amount of stock carried in auto lamps alone there are from 65,000 to 100,000 of these in stock all the time.

Because in the past Canada was not making lamps and also because price counted so much with many purchasers of miniature lamps, as against quality, a great deal of these goods came from Austria and Germany, but this source of supply is now cut off, and the better quality of "Eveready" lamps has won very many friends among the dealers and the users of miniature lamps in the Dominion.

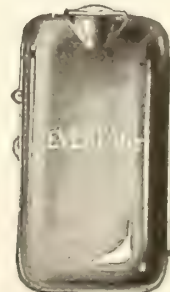
Every lamp, before coming to the stock room from the factory, is tested, and is again tested before putting in the individual package on the stock shelves. But flashlights are not the only goods made by the Ever Ready Works. They make batteries for all purposes—bells, telephones, gas engines, automobiles, motor boats, etc.; also electrical measuring instruments, and electrical testing meters for laboratories and

schools, trouble lamps specially designed for automobiles and motor boats, cigar lighters, plato clocks, non-sulphating storage batteries, waterproof fibre battery boxes for outdoor housing, used on motor boats and autos. In auto trouble lamps the Ever Ready Works claim to be the largest makers anywhere.

Flashlights, of course, is a very big line, and they come in all kinds of cases, from a pocket solid gold case, selling about \$30, down to the simplest to meet the needs and the purse of the ordinary every-day user. A Sterling silver flashlight, selling around \$6.50, was a popular Christmas seller. But these flashlights come in all shapes and sizes, too, portable lights for the vest pocket, tubular lights, miners' flashes, searchlights, house lamps, watchman's lanterns, candles, flowers, cap and lapel lights, fountain pen lights, pistol lights, reading lamps, etc.

Beside the stock room is the storage and shipping room, where are kept the larger goods. Here, too, are kept the dealer's helps and advertising matter. Of the helps, a prominent feature is the "Eveready" counter display case. Made of metal, with glass front and top, this case is splendid for showing off the various flashlights and novelties. At the back of the case is a place for the package stock. These cases are sent the dealer at less than cost. It is part of the advertising campaign. Another part of this campaign is an immense range of illustrated booklets, pamphlets, blotters, etc., which the company sends on request to dealers with their own imprint. Among them, too, are twenty different display cards for window and counter use, and a number of wall hangers. A window-dressing outfit is perhaps the most ambitious single feature of this department. So successful was the company with this last fall during "Eveready" week that 500 dealers throughout Canada made window displays using these window-dressing posters.

That the company believe in advertising is shown by the plans they are working on to tell people coming within sight of their plant who and what they are. The front windows are painted with the "Eveready" block



Some "Eveready" novelty flashlights and lamps.

letters used in all their advertising. The south view has a big illuminated sign with letters six feet high visible out on Lake Ontario, and the sides, too, have the announcement that here is where "Eveready" flashlights and batteries are made; all of these in the block letters adopted by the company.

An interesting process is the manufacture of batteries, as shown in the factory department. Here are made the tungsten type of dry battery, which have longer life and are stronger than ordinary dry batteries. Zinc strips cut to width are run through a cutter and then a rolling machine and formed into cylinders; these are soldered; zinc disc bottoms are put into them, forming cups, and then they are made absolutely water and air-tight. A paraffine bath supplies the insulation, and the cup is ready for the bobbin containing electrode and depolarizer. A rubber washer prevents contact of bobbin and cup, and a chemical bath on the cooking table gives the bobbin the solution moisture necessary for its life. Brass caps are put on top, and the cup is filled with wax, rendering the battery air-tight. A cardboard washer on top of all makes the battery ready for wrapping. This process is gone through with every battery made, and every process is made by a different man.

Off the main factory room are the stockrooms for raw material, cartons, wrappers, etc., and the laboratory, where Factory Superintendent Berwitz makes up chemical solutions. Every battery, before placing in a carton, is tested and then when wrapped and put up ready for the dealer has a guarantee stamped on it good at least three months from date of manufacture. Small holes for testing by dealer before selling to customer are in the carton, and can be tested without breaking guarantee seal.

Dealers are invited to visit the new plant of Canadian Ever Ready Works to see how batteries are made, and are asked to send in suggestions for the advertising and dealers' helps department, as the company aim at getting out new stunts all the while.

Manufacturers' Helps for Retailers

When writing to advertisers kindly mention the
Canadian Hardware Journal

The Erie Iron Works, Ltd., St. Thomas, Ont., have recently issued their catalogue, No. 5, devoted to agricultural implements, hardware specialties, wood and steel wheelbarrows, and lawn rollers. It contains 45 pages of illustrations and descriptive matter covering these lines. A post card will bring a copy.

The Dominion Chain Co., Ltd., Montreal, have sent to the trade a 1916 calendar in two sizes—desk and wall—advertising their "Weed Chains" for automobile wheels. Four pretty girl heads, in colors, illustrative of the four seasons, is the design chosen for this year's calendar. The price list is on the reverse side.

The Canadian Ever Ready Works, Toronto, sent out greeting cards to the trade during the recent holiday season. The firm is now located in its new premises, occupying the whole top floor of the new Purman Building, at 265-267 Adelaide Street West.

SOME NEW HARDWARE LINES FOR 1916

The Enterprise Foundry Co., of Sackville, N.B., will have two new steel ranges ready for 1916 selling—the "Enterprise Domestic" and "Enterprise Ideal"—both

of them of the latest type. They also intend bringing out a full line of stoves for export, and are publishing a separate catalogue of this line.

The Northern Aluminum Co., Ltd., Toronto, will this year bring out a new "Wear-Ever" aluminum coffee percolator, and new "Wear-Ever" aluminum individual teapots.

The Gipe-Hazard Store Service Co., Ltd., Toronto, are buying out a new "cable" cash carrier.

Kir-Ben, Ltd., Almonte, Ont., will this year bring out some new style steel ranges.

The Patterson Mfg. Co., Toronto, is bringing out "Congoleum" floor covering and stove mats.

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware Journal

The Taylor-Forbes Co., Ltd., Guelph, Ont., are putting on the market this season a lawn mower trimmer and edger. While lawn mower trimmers are not new to the trade, this one is the first Canadian-made trimmer we know of. The "Dominion" lawn trimmer, here



illustrated, has features that should commend it to the trade here in Canada, and it should prove a ready seller. The "Dominion" is another example showing the development of hardware manufacturing in Canada.

The Illinois Legislature has passed a drastic measure to prevent false statements in advertising. Any person convicted of this shall pay a fine of \$1,000 or, in default, a commitment to jail for 60 days.

Canadian Trade News

Following Christmas, dealers felt trade very quiet. The pre-holiday season had been a fair one, on the whole somewhat better than the year before. With the turn of the year stocktaking was got under way, and manufacturers and jobbers, as well as retailers, took advantage of the time to go over the situation for 1915 and the prospects for the new year. Travelers' conventions and sales talks took up the holiday week. We should be better prepared for the events of this year after our experiences of the past.

Booking for spring trading is pretty heavy and indicates improved business prospects if not actual conditions. Higher prices prevail on many lines, and advanced prices are expected on other goods. Strength has developed in primary metal markets, and shortages are reported in some iron and steel products. Jobbers report splendid business throughout January, much ahead of the first month of 1915.

THE MONTH'S PRICE CHANGES

The upward trend of metal prices has brought about a number of commodity price changes. Advances since last publication have been made on stove bolts, screws, butts, pipe fittings, shot, chisels, planes, door checks, pipe cutters, Manila and sisal rope, sash cord, African hemp, bolts, nuts, drills, copper rivets, boiler plates, pipe fittings, sash weights, washers, wringers, washing machines, brass and bronze screws, galvanized iron pipe, picks, brass wire, game traps, batteries, vises, auto tires, churns, and washboards.

TWINE PRICES UNCERTAIN

The twine market is arousing a deal of interest in the trade. All information leads to exceeding uncertainty as to the price during the season. Some producers are holding off announcing prices in the hope that the fibre situation in Yucatan will be simplified later. At present, there is very little certainty that a price can be made which can be maintained for any length of time, and the prospects seem to be for a higher rather than a lower market.

STOVES SLATED FOR HIGHER PRICES?

Stove prices have advanced across the border, and materials having increased in price, Canadian stove makers are considering advancing prices 5 per cent. this spring.

WIRE PRICES ADVANCED ACROSS BORDER

Effective on January 25, says The Daily Metal Market, New York, the American Steel & Wire Co., and the independents advanced regular wire products \$2 per ton, making plain wire 2.05 cents, galvanized wire 2.75 cents, wire nails \$2.20, painted barb wire \$2.35 and galvanized barb wire 3.05, Pittsburgh.

Wire fence advanced three points to 64½% off list in carload and larger lots. The average advance per ton in fence is about double the advance in regular wire products, but in previous advances in regular wire products fence was not advanced nearly as much and the present larger advance in fence tends to make up for the previous smaller advances. The last advance in wire products was Dec. 21st, which was \$2 per ton. The total advance in nails since the beginning of last year is 60 cents per keg.

ADVANCE ON WHITE LEAD

Montreal advices note a further increase of 25 cents on white lead in oil, making the basis \$10.80 for ton lots and 30 cents higher for smaller quantities.

Many paint makers send notification that ready-mixed paint lists will be changed, and that on March 1st colors, floor and flat paints will be increased 10 cents a gallon and white paint 15 cents. These increases are due to the higher price quotations of white lead, which made a further advance a few days ago.

Glaziers' points have gone up in price during the past month.

At the beginning of the year U. S. glass dealers increased plate glass prices 16 2-3 per cent. and cut the salvage allowed on returns in half.

IRON AND STEEL IN U. S.

The Iron Trade Review says: The demand for finished materials continues extremely strong and price advances do not check buying to any appreciable extent. In pig iron, however, a rather surprising weakness has developed, and concessions are being made from what seemed to be well established prices in eastern territory and in the central west. These concessions are not, however, regarded as foreshadowing further weakness. Pig iron sellers seem to be willing to accept business at fair profits rather than lose any tonnage to competitors. The record-breaking showing of earnings of the Steel Corporation is all the more remarkable when it is considered in the light of the fact that the corporation does not accept any premiums and has been very conservative in price advances on such leading products as shapes, plates and bars.

Dig your way into the trade of the community by giving good service.

A List of Canadian-Made Hardware

The directory published in this issue should be kept on file by the hardwareman. Being confined exclusively to hardware and kindred lines of Canadian manufacture, it will prove of value to dealers who are interested in pushing the sale of home-made goods. Since the outbreak of the war the manufacturers of this country have made great strides in the production of lines that were formerly imported. Dealers can encourage them in this laudable work, which is for the general benefit of Canada as well as for the manufacturers immediately concerned, by promoting at all times the sale of hardware which is the production of Canadian factories and Canadian labor.

News From Western Canada

The T. Eaton Co. are to open a branch at Saskatoon, Sask.

The Imperial Oil Co. will locate a \$500,000 refinery at Regina, Sask.

H. P. Naylor & Co. have sold their hardware business at Melfort, Sask.

The Watrous Hardware Co., at Watrous, Sask., has discontinued business.

McLaughlin & Wood's hardware store at Leduc, Alta., was burned recently.

The hardware stock of the estate of H. P. Naylor & Co., Melfort, Sask., has been sold.

The Gull Lake Hardware Co.'s store, at Gull Lake, Man., was damaged by fire recently.

Mathias & McBrine, hardware dealers, at Castor, Alta., are applying for incorporation.

J. H. Bisson, hardware dealer, at Edmonton, has moved his business to Spruce Grove, Alta.



Moving bee at Coronation, Alta.—Moving the hardware store to a newly purchased lot.

Twenty-two employes of the G. F. Stephens Co., Winnipeg, have enlisted for service at the Front.

Geo. A. and Joseph A. Merrick, of Merrick-Anderson Co., Winnipeg, have gone to California for a visit.

W. R. Sauls, of the J. H. Ashdown Hardware Co., Winnipeg, was appointed to the board of directors of the Canadian Credit Men's Association.

Geo. H. Williamson is leaving the Miller-Morse Hardware Co.'s staff, Winnipeg, to direct the catalogue and advertising departments of the Merrick-Anderson Co.

The G. F. Stephens & Co., Ltd., Winnipeg and Calgary, sent out to their "faithful old friends" and their many new friends a New Year's greeting, wishing them a prosperous and happy year for 1916.

C. H. S. Bamford, sales manager of the J. H. Ashdown Hardware Co., Winnipeg, was elected president of the recently-formed Sales Managers Association of Canada. W. J. Wilson, of the Winnipeg Ceiling & Roofing Co., is vice-president.

At the annual banquet of the Canadian Credit Men's Association, held at the Royal Alexandra Hotel, Winnipeg, recently, the hardware trade was ably represented among the speakers by C. H. S. Bamford, of the J. H. Ashdown Hardware Co.; Albert Webber, of the Merrick-Anderson Co.; W. J. Wilson, of the Winnipeg Ceiling & Roofing Co., and H. Annis, of Marshall-Wells Co. About 800 guests were present.

NEW WESTERN JOBBING HOUSE

J. L. S. Hutchinson, of the Saskatoon (Sask.) Hardware Co., has formed a new wholesale hardware company in the West, called The Canadian Supply Co., Ltd., with headquarters at Saskatoon. The capital of the company is \$250,000. Mr. Hutchinson is president and managing director, and associated with him are O. B. Manville, of the Manville Hardware Co., Prince Albert, Sask., and other prominent Saskatchewan retail hardware dealers. F. E. Raymond is secretary-treasurer, and the other directors are C. E. Phillips and W. Finley.

SASKATCHEWAN R.M.A. EXECUTIVE MEETS

The executive of the Saskatchewan Branch of the Retail Merchants' Association met in Regina this month to consider a number of matters to present before the Legislature of Saskatchewan when it meets this month. The members of the executive are: T. A. Maybee, of Moose Jaw, president; W. W. Cooper, of Swift Current, vice-president; H. D. McPherson, of Regina, 2nd vice.; J. L. S. Hutchinson, of Saskatoon, treasurer, and F. E. Raymond, of Saskatoon, secretary. The Regina Branch gave a banquet to visiting delegates.

LOST AND FOUND COLUMN

When you lose your temper, you lose a valuable asset.

When you lose your health, there's no use in advertising the fact.

When you lose your self-respect, it's time to take inventory and lay in a new stock.

Don't lose your sense of gratitude for favors, as they mellow with age.

If you find the road to success, don't put out your rear light. It may be a guide to some other fellow.

When you use your grit, get the man ahead to put sand on the track.

When you find a willing helper, don't take advantage.

When you find a true friend, don't lose your appreciation.

Don't give your show windows any days off. They ask none and need none. They are willing to work every day and all day.

SAFETY FIRST IN THE STORE.

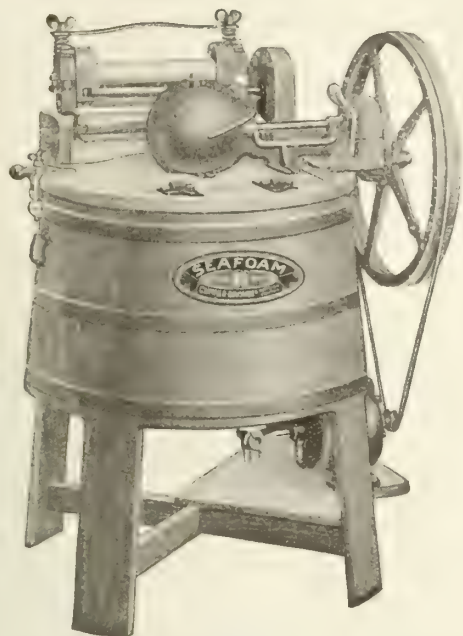
Precautions to Take With Ladders, Stairways and Swinging Doors.

Ladders should, wherever possible, be stationary; if movable, they should be provided with either sharp points at the foot, or wide, rough surface feet, so as to prevent slipping.

Stairways should not be built at a sharper angle than fifty degrees. For over fifty degrees, ladders should be used instead. All stairways should be equipped with hand rails. Where the stairway is not built next to a wall or partition, rails should be placed on both sides.

All swinging doors in stairways and all doors swinging both ways in general passageways, should be provided with windows. Both sides of the doors should be provided with adequate light, either natural or artificial.

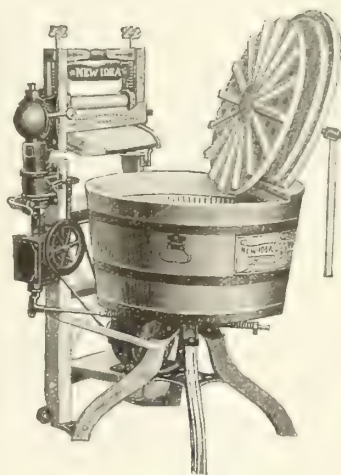
Place One or Two of these Machines where they can be Seen



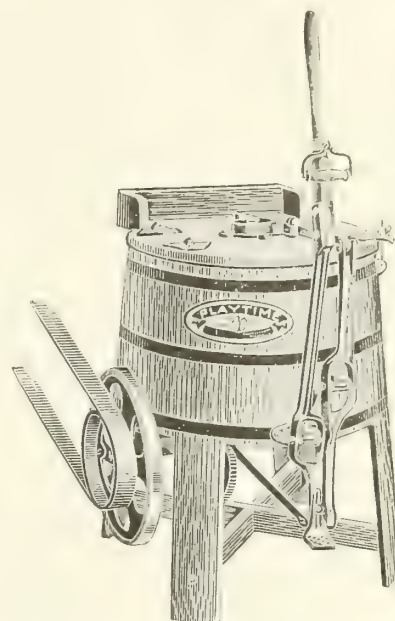
Electric and Engine Drive with Stationary
Wringer

They will catch the eye of the practical housekeeper, and she'll come in for a closer look. Sure to if a simple sign—

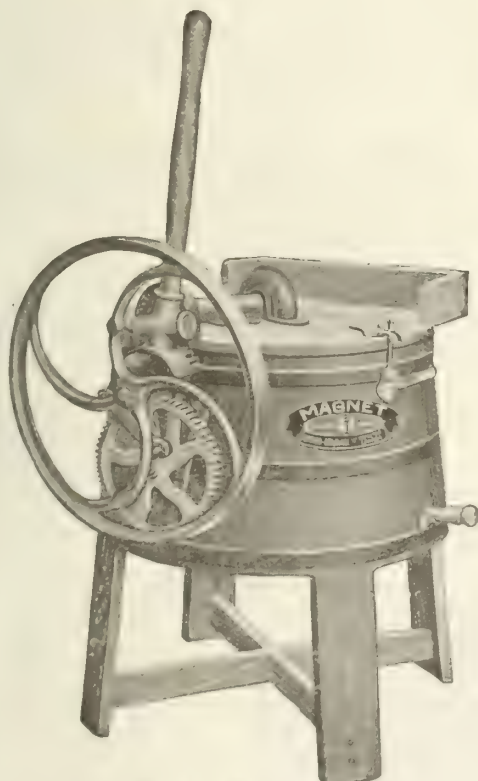
*"They do all the
Hard Work"*
is displayed.



Electric and Engine Drive with
Swinging Wringer



Hand and Engine Drive



Hand and Engine Drive.

You don't know how easy wash day can be made until you know the line of labor-saving appliances that bear this Trade Mark.



Hand Machine

MADE ONLY BY

Cummer-Dowswell, Limited, Hamilton, Canada

WELL-KNOWN MAKERS OF CLOTHES WRINGERS

How Ability to Sell Goods May Be Developed

By T. O. Woolen

THERE is a popular theory that salesmen are born and not made. There is no greater mistake in the world. It is certainly possible to develop your powers of salesmanship, but in order to achieve the best results it is necessary to use the experiences and be guided by the methods and advice of others who have made a study of salesmanship. The salesman most certainly can increase his salesmanship ability, and if he ever expects to advance to a better position or own a store of his own, he owes it to himself to equip himself for that higher work. If he is not working towards that end continually, he is not taking full advantage of his opportunities.

Confidence as a Factor in Sales

The arousing of confidence in the store and clerk is an important part of salesmanship. The first time a customer comes in he may be induced by a leader and you don't make very much out of the sale, but you have an opportunity to get his confidence and make him a regular patron of the store, and the store makes money out of the sales that follow.

Confidence makes regular patrons, and can be aroused by the giving of good goods and good service. If you give good service you are going to make patrons like to deal at your store, and when you get them convinced that they can depend on getting good goods and good service at your store you have certainly secured their confidence.

Watch for Weak Spots in Sales Efforts

You should keep your eyes open for weak spots in your sales efforts. I know a dealer who makes it a policy to occasionally put on his hat, walk around the block, and come into his store and try to see things as a casual customer would. He finds it a good way to discover weaknesses in display and store arrangement. Many others could discover weak spots, if they would, in the same way, look at things through their customers' eyes.

In the same way we should frequently examine ourselves and our own methods, to discover any weaknesses that may exist. The trouble with too many men is their tendency to let things drift. This is a tendency that is sapping the vitality of many salesmen to-day.

Value of Staff Conferences

Too many clerks have latent abilities that are not being used or at least not used to the full. It is astonishing how many are not selling as much goods as they could if they would only bring their full force of brains and selling power into play in their work and make it a practice to study ways and means of doing better work.

For this purpose I recommend frequent discussions among the clerks in the store in regard to their work. Even if there are only two or three in the store, it will be found beneficial. When you go to school or college it is the usual practice to quiz one another on your work. Why not follow the same plan in merchandising to find out what methods the other fellows find to bring the best results? Ask the other clerks what arguments they use in selling certain goods, how they

handle a certain class of customer, and so on. Much time could be put to good use in this way that is now devoted to baseball and other similar subjects.

Talk About Goods Instead of Weather

Clerks would do well to remember that people are not so much interested in the weather as some of them apparently believe from the time they devote to the subject when serving patrons. Instead of making comments on the weather that Mrs. Smith has already heard before, why not draw her attention to some new line of goods that you have in stock and in which she is likely to be interested. You will find it possible to sell a good deal of goods in this way, and even if sales are not made at the time, it is possible to arouse interest that may mean sales at a later date.

Services that Bind Patrons to Store

There are many little services that can be given to customers that will help in binding them to the store. If a lady has a number of packages offer to tie them all into one bundle for her, even if she did not buy them at your store. If a customer finds it necessary to wait give her a chair. The big stores have found that rest rooms are much appreciated by patrons. Why not provide some such conveniences, even if it is only a writing table and stationery, where they may write a letter, address an envelope, or make out a cheque?

It should be borne in mind that when you sell \$1 worth of goods, part of that goes to pay your salary and to increase your value to the store. If you are looking towards a larger salary—and every clerk is—you can only expect to get it by selling more goods, and you can only sell more goods by making a study of salesmanship and putting forth your best effort to make sales.

CLERK PAINTED SIGNS IN SPARE TIME

An enterprising clerk known to the writer put in his spare time to advantage by making sign boards out of packing cases and painting selling messages on them. When he had a number of these prepared he took an afternoon off, drove out in the country and erected them at advantageous points along the road, where people driving into town would see them and thus be reminded of the store.

Such signs have a considerable advertising value for the country dealer, and this clerk was able to prepare them at small cost—merely the cost of the paint—as the packing cases would have otherwise been broken up and he used only his spare time in making them.

REAL SALESMANSHIP

Real salesmanship must not be conflicted with simply selling extra goods to a customer. A good sale may be absolutely offset so far as permanent patronage is concerned by careless delivery, improper parceling, or by errors in the class of goods sent to the customer.

You must not overlook that old proverb about the chain and its weakest link. All the salesmanship on earth will not counteract daily errors in delivery, broken parcels or discourteous treatment on the part of any of the store's employees.

Real salesmanship includes good service. Good service can only be rendered by the most careful attention to details. It is the evolution of training and teaching, and of eliminating cause for complaints.

To be a Real Salesman should be the goal of your ambition. Strive to attain it by concentrating all your efforts on the goal.

Sooner or Later You Will Want Our Proposition

There is no Time Like the Present

Our Products :

Asphalt Roofings of all kinds.
Red, Green, Ruby and Crystal
Surfaced Roofings.
Asphalt Shingles in colors.



Asphalt Building and Insu-
lating Papers.
Saturated Felt.
Asphalt Paints.

Canadian Roofing Mfg. Co., Limited

Windsor

Ontario

WANTED and FOR SALE

Ads under this head 25 cents per line. Four lines
once for \$1.00, three times for \$2.00. Cash must
accompany order. No accounts booked.

MULTIGRAPHING—We are now in position to supply any of
our clients with excellent multigraph work at lowest cost.
The Commercial Press, Limited, 32 Colborne St., Toronto. tf.

PRINTING—Circulars, letterheads and other job printing;
prices moderate; work first class. The Commercial Press,
Limited, Toronto. tf.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire
Insurance Agents

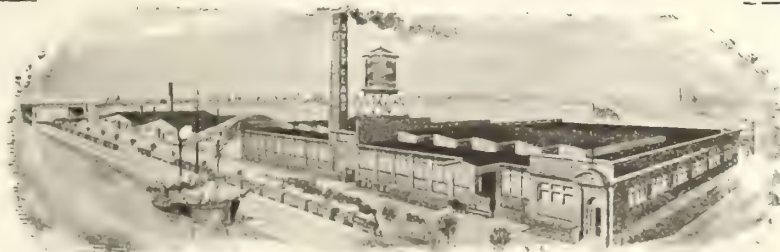
15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,
Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

RED
S
BRAND
WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

TORONTO

ATKINS PRUNING SAWS

Just one of our Specialties—but a big one. We make over twenty styles of Pruning Saws. That's how thorough we are.

The Profitable Saw Line

Highest quality. Original designs. Exclusive advantages that make ATKINS SAWS worth more to the lover of fine tools and pay you a better profit.

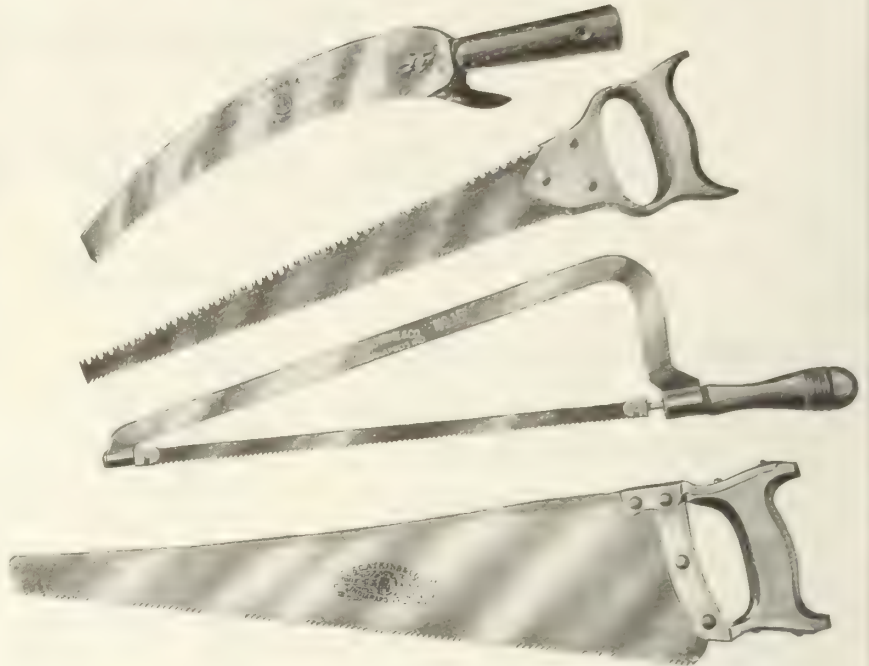
Write to-day for our complete book on Saws. Mention catalog "C.H.J." and be sure to get the right one.

E. C. Atkins & Co.

Makers of Sterling Saws

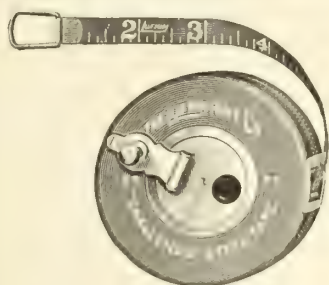
Factory: HAMILTON, Ont.

Vancouver Branch—109 Powell Street



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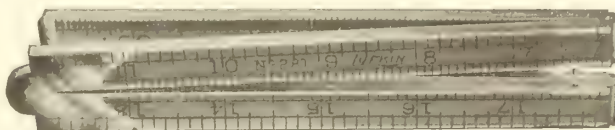
LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

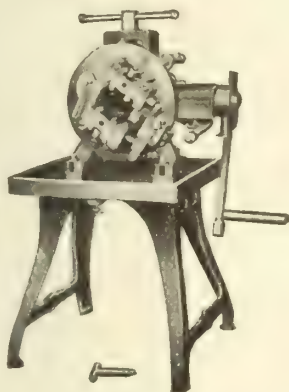
Back of that are these causes—*The quality put into the goods—The reputation they bear among users.* But, the thing that most deserves your attention as a dealer is this fact—*THEY WILL MOVE.* Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



No. O.O. Hand or Power

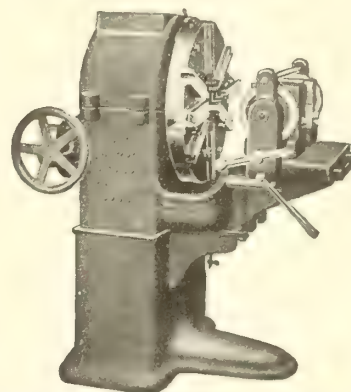


**ARMSTRONG
PIPE THREADING
AND CUTTING OFF MACHINES**
ARE PROFITABLE FOR FITTERS TO USE
PORTABLE STRONG LABOR SAVERS
MADE OF THE BEST MATERIAL

MANUFACTURED BY
THE ARMSTRONG M'F'G. CO.

333 KNOWLTON ST.
BRIDGEPORT - CONN.
CATALOGUE MAILED UPON REQUEST

No. 3. Power Only



Builders' Supply and Hardware
Dealers can obtain their supply of

Creosote Shingle Stain

and

Black Liquid Mortar Color

from

MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the
Dominion. To dealers only.



Step Ladders, Ladder
Chairs, Lace Curtain
Stretchers, Ironing
Boards, Tub Stands,
Folding Beds, Chairs,
Tables for Camps, Per-
forated Chair Sets.

You will save money by
learning our prices before
placing your Order.

Otterville Mfg. Co., Limited
Otterville, Ont.



BATH ROOM FITTINGS

That you will be proud of

Write for our
latest prices

These are
MADE IN CANADA
by

Kinzinger, Bruce & Co.
NIAGARA FALLS, ONT. Ltd.

The
House
of
Quality



The
House
of
Service

Quality :: Profits

For Your Customers

For You

They always go together when you sell

Sanderson Percy

**Paints, Varnishes
Oils, Glass and Cutlery**

**Best
Goods**

*Long years of fair dealings have won us thousands
of steady customers. Try us with your next order.*

**Prompt
Service**

Sanderson Percy & Co., Ltd.

61-63-65 Adelaide St. W., Toronto

ALABASTINE
ALUM
AMMONIA
AXLE GREASE
BARYTES
BEESWAX
BLUESTONE
BORAX
BRONZES
BRONZITE
BRUSHES
BUG KILLER
BUG DEATH
CARBONIZING COATING
CASTOR OIL
CHALK
CHAMOIS SKINS
COPPERAS
CUTLERY
GLAZIERS' DIAMONDS
EMERY
RUBBING FELT
FILLERS
FLOOR WAX
GALVANUM
GLUES
GLASS
GOLD LEAF
LAMP BLACK
JELLSTONE
LACQUERS
METHYLATED SPIRITS
MORTAR COLORS
OILS, ALL KINDS
PARIS GREEN
PITCH
PLASTER PARIS
POLISHES
PUMICE
PUTTY
RESIN
ROCK SALT
EPSOM SALTS
GLAUBER SALTS
SALTPETRE
SAND PAPER
SHELLAC
SILVER SAND
SPONGES
STEEL WOOL
STOVE LINING
SULPHUR
TAR
TURPENTINE
VARNISHES
WHITE LEAD
WOOD ALCOHOL
PAINTERS' CUTLERY
WHITING
WYANDOTTE CLEANER
&c.

CANADIAN HARDWARE JOURNAL

Circulates
in every
Canadian
Province

Covers the
Stove and Heating
Metal Working
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne Street, Toronto

Vol. 8

TORONTO, MARCH, 1916

No. 3

REMINGTON UMC

The one, big, complete line of fire-arms and ammunition

There is comfort, satisfaction and profit in handling the Remington UMC line because there isn't a fire-arm or ammunition need that your customers can put up to you that isn't splendidly met by it. Over 100 years of "knowing how" and a reputation that we value beyond price keeps Remington UMC line at the highest possible notch of quality. In fact, Remington UMC quality, service and guarantees are the standards that the fire-arms and ammunition world measure by.

Remington UMC

.22 Rifles: Single Shot, Repeating and Autoloading.
Shot Guns: Repeating and Auto-loading.
High Power and Big Game Rifles.
New Club (black powder), Nitro Club (speed) and Remington (low price) loaded shells.
.22 and High Power Rifle ammunition of any and all loads.

SPORTSMEN'S HEADQUARTERS
REMINGTON UMC
FIREARMS & AMMUNITION

Good sportsmen everywhere know this sign. Good hardwaremen are invited to send to us for it.

THE REMINGTON ARMS UNION METALLIC CARTRIDGE COMPANY
Contractors to the British Imperial and Colonial Governments
WINDSOR, ONTARIO
Jobbers Everywhere

London, England

New York, U.S.A.

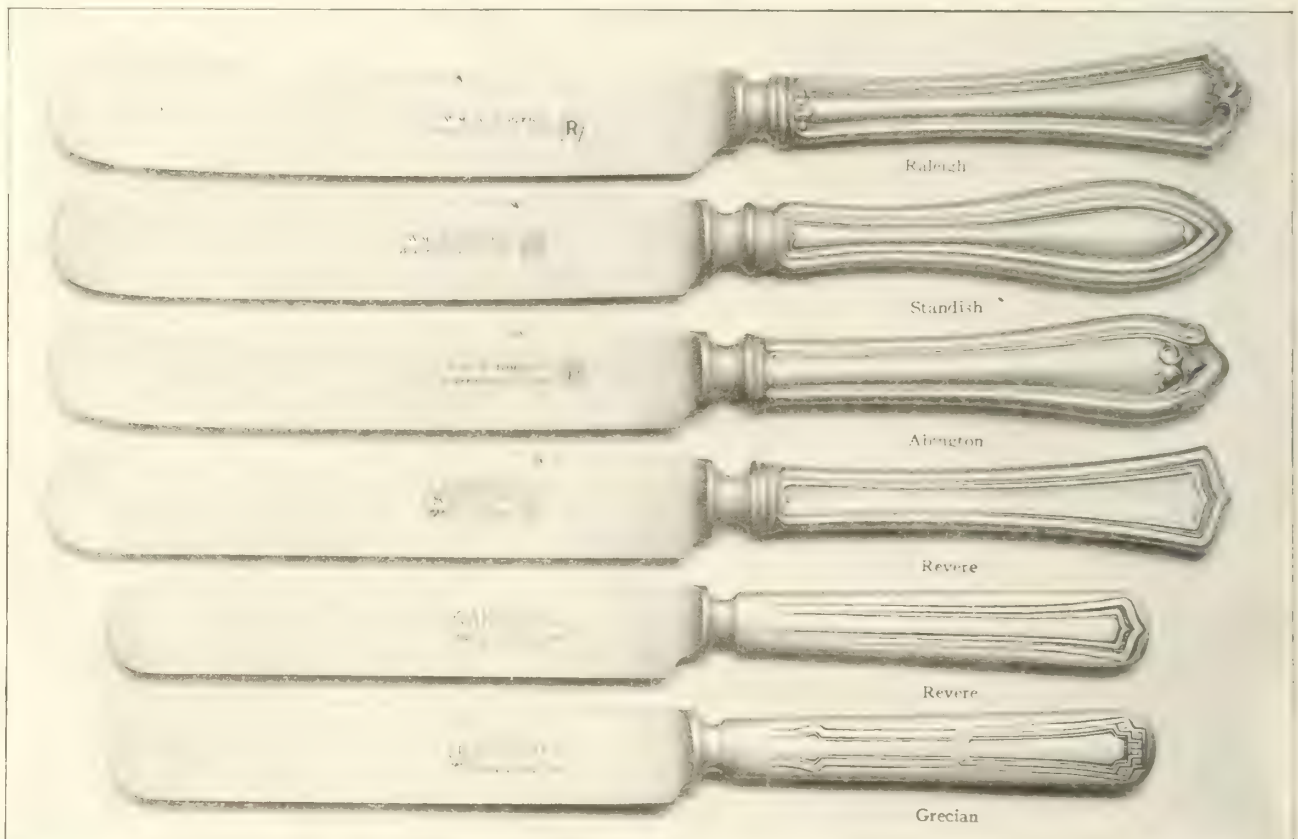
CANADIAN WORKS
REMINGTON-UNION METALLIC CARTRIDGE CO.


CANADIAN WM. A. ROGERS LIMITED

*Silversmiths and Manufacturers of Electro Silver Plate
of all Kinds and suitable for all Markets*



IF YOU HAVE NOT RECEIVED A COPY
OF OUR FLATWARE PRICE LIST NO. 600 AND IN THE TRADE, WE WILL
BE PLEASED TO MAIL SAME ON APPLICATION



WM. A. ROGERS  QUALITY KNIVES ARE MADE FROM THE FINEST SPRING TEMPERED
CRUCIBLE STEEL BLANKS, AND ALL FORKS IN THIS QUALITY ARE PLATED
ON FINEST 21% NICKEL BLANKS AND HAND BURNISHED

"1881" QUALITY KNIVES ARE MADE FROM HIGH-GRADE CRUCIBLE STEEL SPRING TEMPERED
BLANKS, AND ARE FULLY GUARANTEED AS TO SILVER DEPOSIT

Factories and Salesrooms
WEST KING ST., TORONTO

Branch Office and Warehouse
WINNIPEG, MAN.

"ORDERING TIME" FOR Taylor-Forbes Lawn Mowers

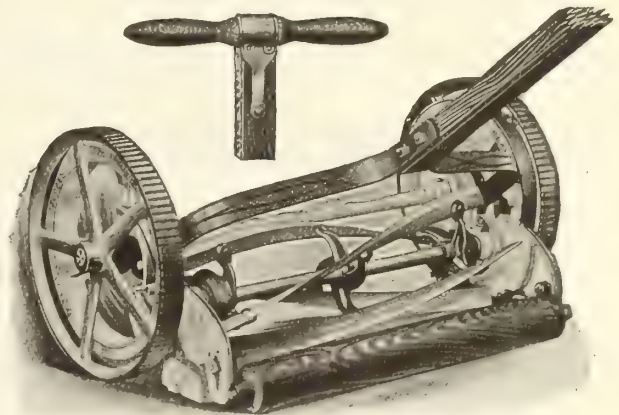
In quality, finish and distinctive patented features, Taylor-Forbes' Lawn Mowers have won a place above all others. We are the only concern in Canada that makes a specialty of this line, and our proposition to dealers is well worth investigating. Get in touch with your jobber.

NOW FOR SPRING TRADE!

The 'Empress'

Gives Splendid Service

Open four and five-knife cylinder. 10½-inch wheels. Special tool steel knives, oil tempered. Case hardened, adjustable bearing. Case hardened ball bearings and balls. Specially prepared polished steel shafts. Cheeks easily detached. Made with grass box attachment.



'Orchard King' Tree Pruner

Compound lever

Your Customers will need Tree Pruners

Both fruit and shade trees need their regular pruning. Everyone who cares for the health of their trees will need one, and in order to give satisfaction you should have on hand a line of our well known MADE-IN-CANADA Pruning Knives:

Happy Thought, Detroit, Orchard King, Woodyatt, Taylor's Improved Pattern Pruner, and Kansas Patent Pruner. Write for Illustrated Booklet.

If your Jobber cannot supply you, write us direct for prices

Taylor-Forbes Company, Limited

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 147 Prince William Street
St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
Guelph, Ont.

Taylor-Forbes Co., Ltd. 1070 Homer St.
Vancouver.
H. F. Moulden & Son, Travelers' Building
Winnipeg.



Efficient Files For Every Field

We make more than 4000 different styles of Files. No matter what your customer calls for, you can exactly fill his need with some one pattern of the "Famous Five."

**KEARNEY & FOOT
AMERICAN**

**GREAT WESTERN
ARCADE**

GLOBE

(MADE IN CANADA)

If it isn't on your shelf—it can be shipped AT ONCE from our stock. (It's surprising how much file business you can carry on—with a very small shelf-stock of the "Famous Five.")

Our big factory-stocks are at your disposal. Practically all our orders are shipped the day they're received.

Instead of tying up your capital in big stocks and turning it slowly—you invest but a small amount in the "Famous Five"—and turn it many times each year.

With the "Famous Five" you meet every demand quickly—to the best interests of YOU and your trade.

Our complete catalog shows the range and variety of our lines. "File Philosophy" will give you some new tips on selling more files. Write for FREE COPIES to

NICHOLSON FILE COMPANY, Port Hope, Ontario

Jobbers Everywhere



"TIGER" WHITE LEAD

The Lead With the Spread

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.

The Steel Company of Canada, Ltd.

HAMILTON	MONTREAL	TORONTO	WINNIPEG
VANCOUVER	VICTORIA	HALIFAX	ST. JOHN

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good
Sale for Them*

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

**The Gutta Percha & Rubber Mfg. Co. of Toronto
Limited**

TORONTO	MONTREAL	WINNIPEG
CALGARY	VANCOUVER	

"Canada's Largest Tent and Flag Manufacturers"



Live—Don't Just Exist. Commune with Nature Not Only Once, But as Often as Possible

Live the great outdoor life. The Creator never intended us to keep housed up in brick, stone or wood. He gave us the whole wide world—and it's a mighty big place—to live in. In the great cities you may find your ambition a little overcrowded, but never in the country. Why not, for a change, get away from city life and spend a vacation by some cool wooded stream, where life, you'll find, worth living, and care or worry is unknown? Send for our catalogue. It will help pave the way. It's just chock full of different styles and makes of Tents, Clothing, Etc., that you'll want.

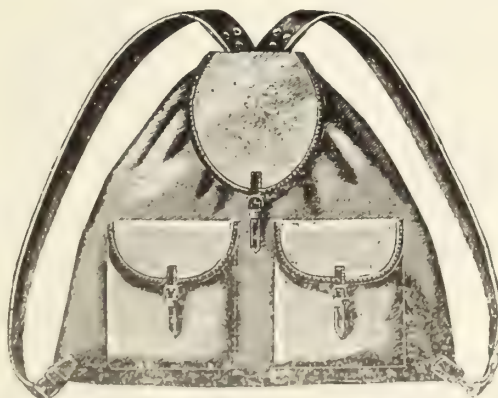
The above is just one sample of the style of publicity we use as a sales medium between the retailer and the consumer.

Hardware Men! A visit to our Warerooms at Ottawa, Toronto, Montreal or Winnipeg, will reveal to you many New Lines that will go far to make your Sportsmen's Section—A Leader.

Back from the Show?

Now, Come, See Us

We have a great big list of money-making lines—lines that you just can't help but sell to any and every sportsman in your district. You've been to the Show—now come and see what **we've got** to offer you. You're out to make money, let us help you.



Alpine Rucksack for Campers, Hunters, etc.

Smart Woods
LIMITED CANADA

Ottawa - Montreal - Toronto - Winnipeg

"Everything in Canvas"

—That can be Made

Tents
Awnings
Hammocks
Wall Pockets
Pack Sacks
Dunnage Bags
Kit Bags
Haversacks
Aprons
Leggings
Sails
Horse Covers
Buckets, Etc.



Put Your Store in Line for Bigger Profits from

TRAPSHOOTING

LAST year thousands of men and women joined trapshooting's ranks. These and thousands more this year will increase the demand for



SPORTING POWDERS

Tie your store to our trade-making advertising by specifying DUPONT DENSE or DUPONT BULK for trap loads,—the powders new shooters use because they are the champion's choice.

E. I. du Pont de Nemours & Co.

POWDER MAKERS SINCE 1802

Wilmington,

Del., U.S.A.

Is Your Stock Complete?

*Ironing Boards
Bake Boards
Clothes Bars
Clothes Driers
Ladders (all kinds)*

*A Post Card will bring
our Catalogue*

Stratford Mfg. Co.
Limited

Makers of Ladders, Lawn Swings, Boyer's Gliding
Settees, Folding Chairs and Tables, Chairs for
Assembly Seating, Lawn, Camp, and Verandah
Furniture, Woodenware, Park Seats, etc.

Stratford

Ontario

Wayne

The System You Should Have

Wayne Pumps are a guarantee against waste. They deliver the exact quantity desired and count each gallon as it is drawn.

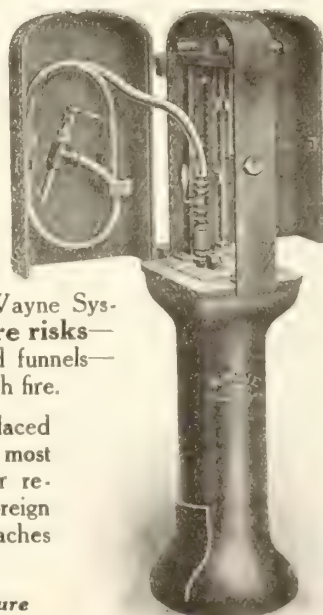
When you install a Wayne System you **eliminate fire risks**—no dirty measures and funnels—nothing exposed to catch fire.

The storage tank is placed under ground where most convenient. The filter removes all water and foreign substance before it reaches the pump.

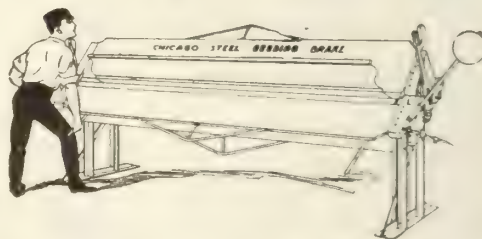
*Write Us for Literature
and Prices*

Wayne Oil Tank & Pump Co., Limited

Woodstock Ontario



Bring Your Shop Up-to-date



Chicago Steel Bending Brake

Installed in your shop will increase its efficiency and raise the quality of its output. The large number of Chicago Steel Bending Brakes that are installed throughout the country is a testimonial to its worth. If you are interested in a first-class Sheet Metal Bending Brake, write us.

*Attractive Catalogue and Price
List on Request*

The Steel Bending Brake Works

Chatham, Ontario

LIMITED

DAVIDSON'S "Eureka" Cheese Factory Milk Cans



The neatest, most substantial and most sanitary milk can on the market.

Bodies are made of 22 gauge tinned iron. Note the neat appearance of the can, with the countersunk side handles. These cans are fitted with heavy rolled rim bottoms. They slide easily and will not mutilate wagon bottoms or factory floors.

Made in Six Sizes, from 10 to 40 gallons.

We carry in stock Railroad Milk Cans, Cream Cans, Sanitary Dairy Pails, Etc.

WRITE FOR CATALOGUE AND PRICES

The Thos. Davidson Mfg. Co.

Limited

Toronto

Montreal

Winnipeg

The Magnet Washer

Two Styles
Hand and Power

The MAGNET hand machine is a marvel for easy running and is most convenient to operate.

Lever can be changed from vertical to horizontal in a second which permits the operator to sit while doing the work.

The smooth running mechanism is attached to side of tub (instead of cover), is safeguarded and very powerful.



Hand Model

The MAGNET power machine is provided with a flat rim fly wheel and can be belted to either gas, gasoline, steam engine, windmill or electric motor power without any change to gearing

Cover can be lifted without removing belt or even stopping power.

Made by

Cummer-Dowswell Limited, Hamilton, Can.

The Well Known
Clothes Wringer
Makers

Made in Canada



Sweat Pads, Housings and Collar Pads

Cure Gall Sores by Removing their Cause

They are easily sold and handled. Satisfaction is our guarantee. Once used—always used.

Booklets and Window Signs on request from Dealers

Burlington Windsor Blanket Co.
Limited

793 King St. West, Toronto, Ontario

"LACHUTE"

Highest Standard of Quality

TOOL HANDLES

AXE, PICK, SLEDGE, HAMMER, ADZE
HATCHET, SPIKE MAUL, ETC.

Made of selected second growth Hickory material, specially prepared for our exclusive requirements by our own saw mill in southern U.S.

Besides the quality of our Hickory Handles being unsurpassed, their superior glossy finish, obtained by a special process, makes them very attractive and great "sellers."

We also solicit your orders for

"LACHUTE" LUMBERING TOOLS

(Complete with handles)

PEAVIES, CANT HOOKS, PIKE POLES, PICKAROOONS, HOOKAROOONS, ETC.

THE LACHUTE SHUTTLE CO., LIMITED
LACHUTE MILLS, P.Q.

PEERLESS Ornamental Fencing

IT is easy to explain the merits of Peerless Ornamental Fencing to a prospective customer. There are so many things in its favor. First, it is really an ornamental fence; second, it is an economical, and at the same time, durable fence; third, it beautifies home surroundings and presents a splendid appearance. Gate and fence match well together. Then, too, there is money in it for you.

Peerless Ornamental Fencing

not only protects, but beautifies property as well. Every stay is made of strong, stiff wire that will not sag. Our fencing is made from galvanized wire. Peerless fence is easy to erect, and will hold its shape for years to come.

Send for Dealers' Proposition

Get our literature showing many beautiful designs for lawns, parks, cemeteries, etc; also ask about our farm fencing and gates.

The Banwell-Hoxie Wire Fence Company, Ltd.
Winnipeg, Man., Hamilton, Ontario



WE MAKE ONLY THE BEST

WIRE NAILS

IN STEEL HOOP KEG

WIRE BALE TIES

for baling hay and many other things.

Fence and Poultry Netting Staples

WIRE

Bright, annealed, coppered stove pipe, liquor finished, square, etc.

THE LAIDLAW BALE-TIE COMPANY
HAMILTON, ONT. Limited

A. T. Diggins, Stair Bldg., Toronto
Geo. W. Laidlaw
Vancouver, B.C.

H. E. O. Bull, Montreal
Harry F. Moulden
Winnipeg, Man.

THE DISTINGUISHED SERVICE METAL



Galvanized Steel Sheets

Made by
Dominion Sheet Metal Co.
Hamilton Limited Canada

"Just the Thing for My Home."

Scores of your own customers are planning right now to make home brighter and more livable with Pedlar's Ceilings and Walls. The striking Pedlar Advertising in all the important newspapers and magazines are making these big orders possible for you. Get ready now with a display of

PEDLAR'S PERFECT METAL CEILINGS AND WALLS

Let them know you can supply them. It means not only profitable ceiling orders, easily filled, but brushes and paints and other accessories, and erection jobs for your tinmith as well. Pedlar Advertising and Pedlar Ceilings and Walls bring sales to all the important departments of your store. Write for the fine Ceiling Catalogue J.H. that makes selection easy for your customers. Free to dealers, write to-day.

THE PEDLAR PEOPLE, LIMITED
Established 1861
Executive Office and Factories: Oshawa, Ont.
Branches: Montreal, Ottawa, Toronto, London, Winnipeg

Synopsis of Contents

PART I.

Chapter I.—Using the Windows—The General Principles of Display. Some specific instances. Some combination window display offers.

Chapter II.—One Idea Window Displays—Advising against trying to show all the goods at once.

Chapter III.—Window Display Profits—How to make windows actually produce direct sales.

Chapter IV.—Showing the Goods—No matter what the class of merchandise, sales are increased if it is attractively displayed.

Chapter V.—Window Displays that Cost Nothing—Some special windows described and illustrated.

Chapter VI.—The Use of Window Fixtures—Displays can be made much more attractive with modern fixtures.

Chapter VII.—Let the Money in Through Your Windows—Making a success of a paint department through attractive displays.

Chapter VIII.—Keeping Frost from Windows—Suggestions on this important subject from several sources.

Chapter IX.—A Few Suggestions for Easy Displays—These can be arranged with but little expense.

Chapter X.—Window Card Pointers—Some good suggestions in the making of show cards and the correct colors to use.

Chapter XI.—Show Window Photographs—How to take good pictures, avoid reflection and get proper contrast.

PART II.

Practical Displays—One hundred windows, each illustrated and described so that any clerk can arrange them with little or no expense. (148 pages).

One Hundred Easy Window Trims



224 pages. 4 1/4 x 7 inches. 104 full page plates. Price \$1.00 postpaid.

THIS handy little volume of 224 pages was written especially for the merchant who has small windows or wishes to divide large ones into sections. The displays cover all classes of goods, but there are enough suggestions to give you a change each week for almost a year.

They are all simple, inexpensive and easily arranged displays, and all the material required may be taken from stock or purchased for a few cents.

Commercial Press, Ltd.

32 Colborne St., Toronto, Ont.



Good Brush Makers for 64 Years

We Manufacture

Scores of Styles and Qualities of

Brushes for Paint, Varnish, Alabastine, White Wash, Art Work, Kalsomine, and Washing and Cleaning Brushes for Household, Factory, Office, Shop and Stable use. **Brooms** of hair, bass, steel wire, cane and corn for all purposes, dusters of lambs' wool, down, corn, hair, feathers, and fibre. **Baskets:** Apple Pickers', Clothes, Delivery, Indian, Root, Market, and Satchel.

Washboards: Metal and Wooden.

Woodenware: Bake Boards, Bread Boards, Clothes Lines, Butter Moulds, Knife Boards, Pastry Boards, Skirt Boards, Sleeve Boards, Step Ladders, Shipping Boxes and Apple Pickers' Aprons.

Door Mats: Alaconté, Corn, Rush, Rattan, Reversible and Cocoa.

First Quality Always—

Buy Meakin's Brushes for what they represent—First Quality, Right Price and Good Service. You'll find no other better in their line.

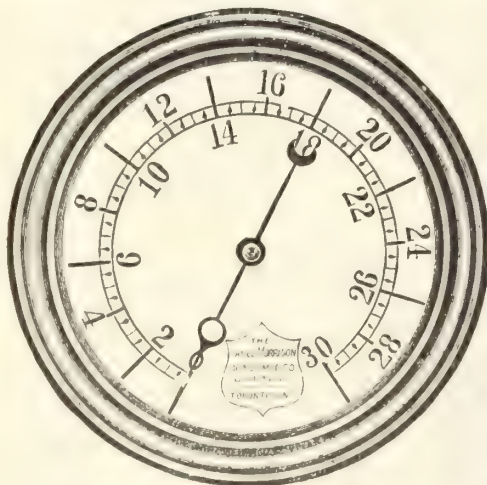
*Catalog on
Request*



MEAKINS & SONS, LIMITED, Hamilton, Ontario

Warehouses: Toronto, London, Winnipeg

Meakins Brush Co., Limited, Montreal



Morrison Improved Steam Gauges

The only steam gauge made in Canada. We manufacture a full line of gauges and recording instruments for every purpose, including steam, water, air, ammonia, etc.

All our instruments are of the very highest quality and utmost reliability, and are sold under a full guarantee of satisfaction.

Approved by Provincial and Marine Inspection Departments.

J.M.T. Pressure Reducing Valve

is the Alpha and Omega, the beginning and the end, of the problem of the reduction of steam and air pressures. It is the ultimate valve, because it does all that a pressure reducing valve could possibly do. It makes no difference how the initial pressure varies, the J.M.T. will keep the low pressure constant.

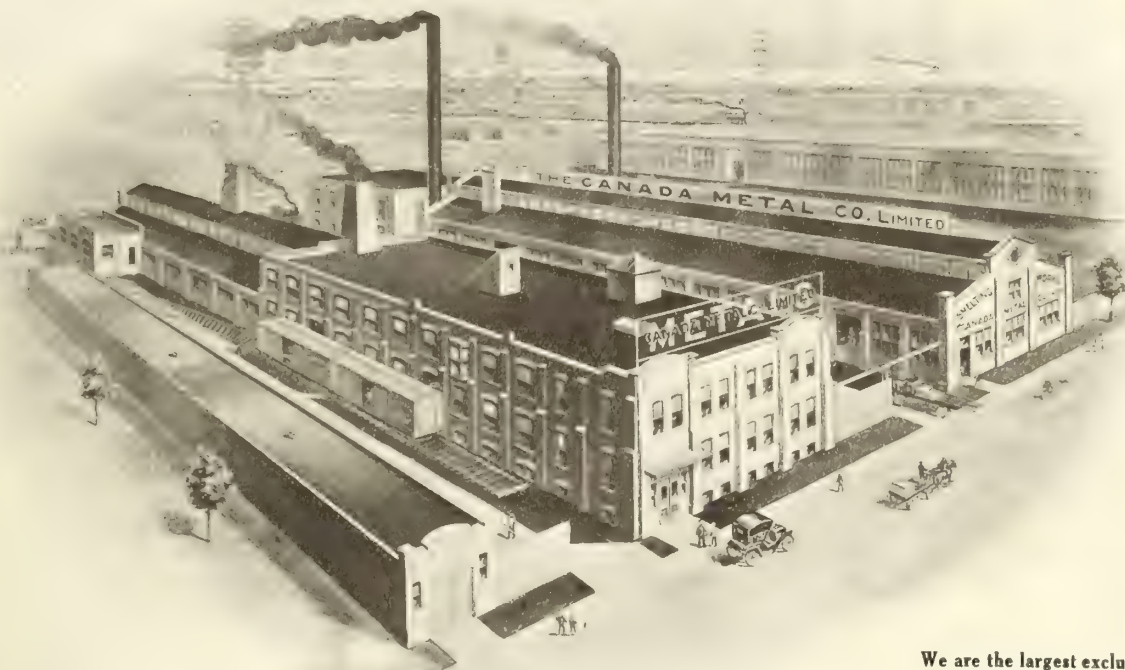
Made in sizes and with pressure reduction ranges to suit every requirement, screwed or flanged connections, and sold with the well-known Morrison guarantee.

The James Morrison Brass Mfg. Co., Limited

93-97 Adelaide Street W.

Toronto, Ont.





The most complete plant possible.

We are the largest exclusive Metal Dealers in the Dominion.

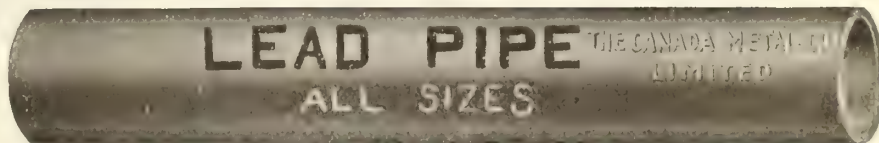
No money has been spared in making this plant the most up-to-date and best equipped in the Dominion for the manufacture of goods in our special line.

M **ALL GRADES** **BABBITT** **TRAPS** **LEAD PIPE** **BENDS** **BRASS CASTINGS** **PHOSPHOR TIN** **BATTERY ZINGS** **AND FUSE WIRE** **INGOT METALS** **ALUMINUM** **INGOT**

We Manufacture

LEAD PIPE

(Waste and Coil)



TRY HARRIS HEAVY PRESSURE

"The Babbitt Metal Without a Fault"



We Manufacture

BABBITT METALS

That Give Excellent Service

HAVE YOU RECEIVED COPY OF CATALOGUE "A"

The Canada Metal Co., Limited - Toronto

Branch: Montreal

Fraser Avenue

Factories: Winnipeg

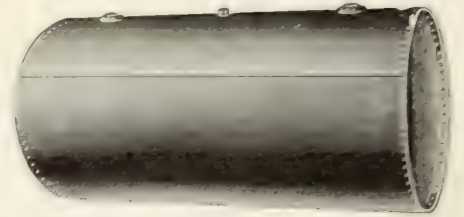
RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OUR DIRECT
TORONTO - MONTREAL
WINNIPEG - SASKATOON

GASOLINE TANKS AND PUMPS

Riveted by experts
and tested under
air pressure.

EVERY ONE
GUARANTEED



Complete outfits for under ground storage, including
pump and fittings, from \$20 upwards.

WRITE FOR No. 25 CATALOGUE

The Steel Trough & Machine Co., Limited
TWEED - ONTARIO

The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,
Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fellow Plates.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire
Insurance Agents

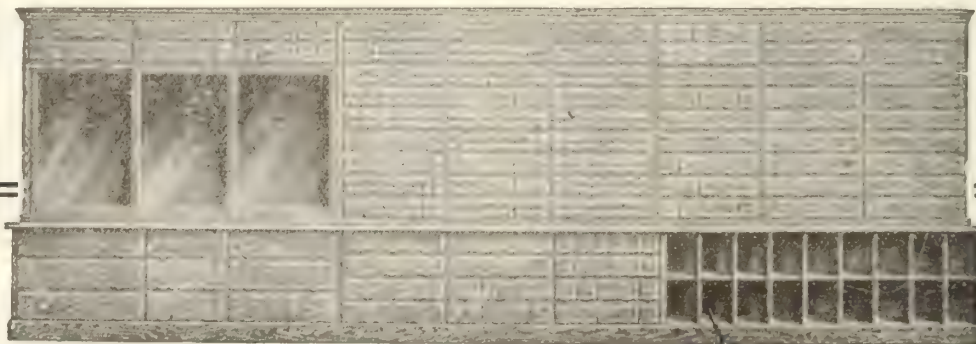
15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

THE CANADIAN HARDWARE JOURNAL

A BIG DOLLAR'S WORTH FOR THE HARDWARE DEALER

PIN A DOLLAR BILL TO YOUR LETTERHEAD AND MAIL TO -- COMMERCIAL PRESS, LIMITED, 32 Colborne Street, Toronto



ATTRACTIVE, CONVENIENT, DURABLE AND REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of
your store, and will enable you to give your customers quicker and
more efficient service.

Advise us space you have available for shelf boxes and shelving, and
we will sketch out plan and give you our best price for same.

SEND FOR ILLUSTRATED CATALOGUE, IT WILL INTEREST YOU

CAMERON & CAMPBELL

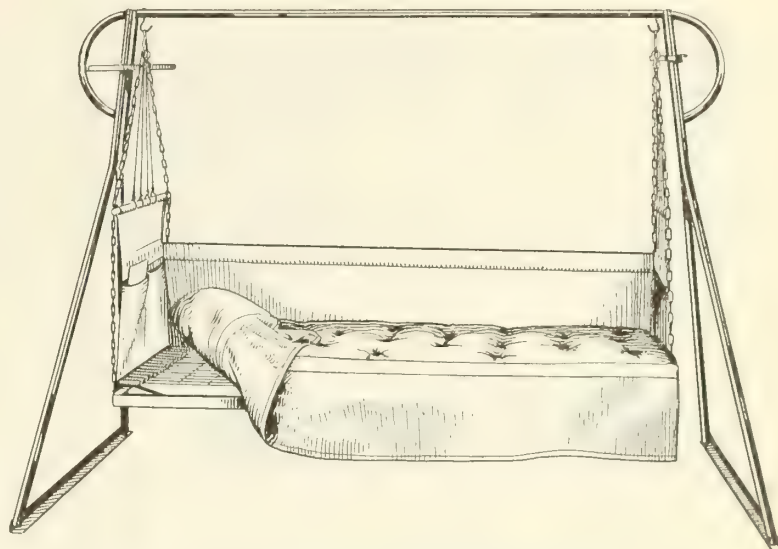
578 QUEEN STREET E.
TORONTO - ONTARIO

Direct from Factory to Dealer

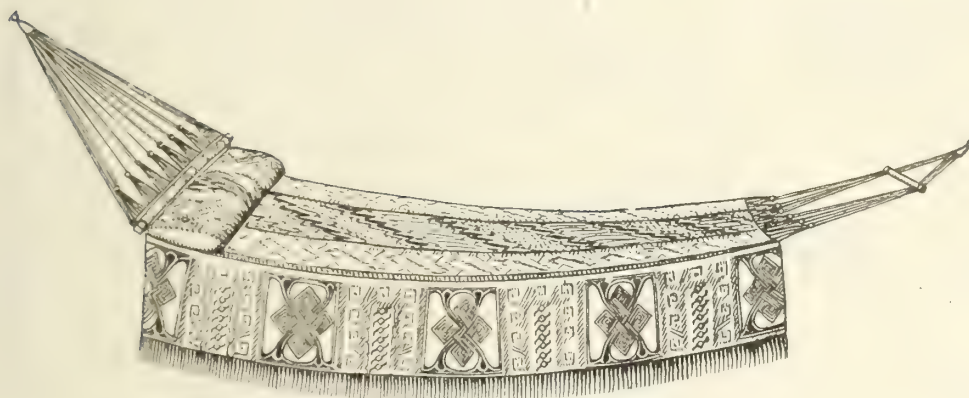
We Manufacture

"Galt" Hammocks

in our well equipped factory from the raw material and sell direct to you. Our values are therefore unbeatable.



Iron Frame, Simon's Fabric Spring, Electrically Welded Heavy Chains, well made Mattress, with or without stand.



All fabrics used are closely woven. Our special malleable spreader cap fits over the end of spreader thereby strengthening the point where most strain occurs.

It will be impossible for us to hold present prices throughout the season. Better have us send you, say, a dozen assorted in Price and Colorings, NOW.

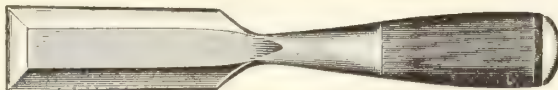
Galt Robe & Hammock Company

Galt

-

Ontario

Stanley Tools



Stanley "EVERLASTING" Chisels

*Strongest, Fastest, Most Durable
Chisels Manufactured*

Blade, Shank and Head One
Piece of Steel.

Exceptionally well made and
highly finished.

May be had singly or in sets,
packed in canvas rolls or fancy
hardwood boxes.

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

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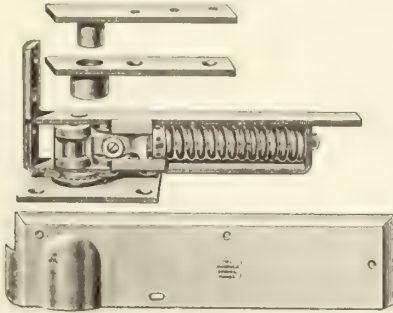
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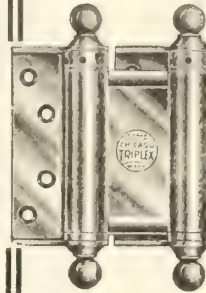
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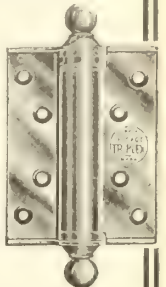
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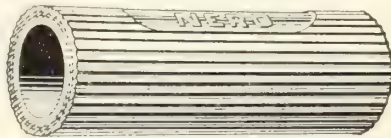
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CANADIAN HARDWARE JOURNAL

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PRESIDENT

W. L. EDMONDS
J. C. ARMER
VICE-PRESIDENTS

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NUMBER THREE

Impressions of an Interesting Hardware Convention

BY W. L. EDMONDS

A Practical Convention.

That the annual conventions of the Ontario Retail Hardware and Stove Dealers' Association are becoming of increasing value to the trade there can be no doubt. The convention that was held in Toronto, on February 22nd, 23rd and 24th, was the eleventh, and, taken on the whole, was probably the best in the organization's history. There have, undoubtedly, been conventions in which the attendance was larger, but there never has been one which has been of a more practical nature. In fact, it is a moot question as to whether any of its predecessors was its equal in this respect.

There are some good, conscientious, busy men in the hardware trade who in years past have taken exception to the conventions on account of the time which has been given up in entertainment. There undoubtedly has been some ground for this criticism, but that day has gone by, and evidently not to return again. Last year there was a very marked decrease in this respect. This year was marked by its entire absence. It was essentially a business convention from the opening to the closing session. The last day was particularly so. There was only one night session, and that was given up largely to such practical subjects as the question box revealed.

* * *

A Test on Tendering. The whole of the last day was given up to subjects which were of particular interest to the retailers in country districts. And that which made it of particular interest to them was the fact that, with the exception of one brief interlude, the whole day was given up to consideration of tenders on hardware, tinsmithing and heating, as per sample specifications furnished by the executive, and to the discussion of the subject, the "Proper System of Installation of Hot Air Heating Systems." Not in the history of the association has there ever been a day better spent. It was a season of sound reasoning and citation of practical experiences.

The fact that the plans and specifications furnished were those which had been actually employed on a country residence, and that the cost was known to one

of the members, who had submitted the plans, made the discussion all the more interesting. While in each of the different branches of the work for which specifications were submitted there were one or two which were either remarkably low or remarkably high, yet the others approximated so closely that it was quite evident that the great majority of those who tendered are well conversant with the subject of costs.

* * *

Awakening to the Association's Value. That the hardwaremen of the province are gradually awakening to the value to be derived

from attending conventions appertaining to their trade was quite evident from the expressions dropped here and there during the convention. Probably the most enthusiastic in this respect were those who for the first time had attended a convention of the Ontario Retail Hardware Association.

One Western Ontario dealer, who was present for the first time, got up on his feet toward the close of the last day's session and publicly announced his appreciation of the practical nature of the convention, and amid much applause announced that on his return he was going to take upon himself the duty of calling upon the eight other hardwaremen in his town and endeavor to get them to become members.

His remarks seemed to put the spirit of apostleship into many others. Judging from their enthusiasm they will gain other disciples before the next convention comes around. It is to be hoped they will, for the cause is a just and worthy one.

* * *

Fraternizing of Local Hardwaremen. A remark by one of the dealers present to the effect that although he was persona non grata

with one of the dealers in his town, that he was, on his return, going to see what he could do with friend and foe alike in bringing in new members, induced one of the veteran members of the association to rise to his feet with the suggestion that wherever there were two or more hardwaremen in a town an effort should be

(Continued on page 28.)

The Association's New President—A Character Sketch

BY W. L. EDMONDS

THAT men are often drawn into their life's vocation by chance and not by choice there can be no doubt. Proofs in support of this contention are so numerous that to attempt to disprove it would be useless. We are certainly the creatures of chance.

When W. J. Carter, the newly-elected president of the Retail Hardware and Stove Dealers' Association, entered as a lad of twelve the store of his uncle, it was only to temporarily fill a position made vacant by the sudden and unexpected departure of the hired boy. W. J. Carter was a rather frail boy at that time, being the very antithesis of what he is to-day in this respect, and it was only for the purpose of getting someone to hold down the job until a boy with more muscle and bigger frame could be obtained that he was employed. But the Fates decided otherwise, for that which young Carter lacked in size he made up in energy. The result was that instead of staying with his uncle a few days to fill a temporary job he remained eight years to fill a permanent position and to become grounded in the hardware trade.

At the expiration of the eight years he became possessed with an ambition to become his own boss, and in pursuance of this ambition he purchased a small tinsmithing business in Picton, Ont. The price at which he bought the business was \$1,000, but as his savings up to that time only aggregated \$400, he had to borrow the balance.

He did not, at that time, know a great deal about tinsmithing from the practical side, but by close application and persistent effort, he overcame what he lacked in experience, with the result that the work he did was well and faithfully performed. That, as it always does, gave him a reputation and created a foundation for the future expansion which was to follow.

The next step in his career was the formation of a partnership with a local hardware dealer. This definitely launched him into the hardware trade. The partnership did not, however, exist for a great while, for one day a brother, who had two thousand dollars in cold cash, came along with a suggestion that Mr. Carter buy out his partner and take in his brother as a silent partner. As the partner was quite willing, the deal was put through. That was the foundation of the business, which is to-day so well known in Picton and the surrounding country as that of Carter Brothers, dealers in hardware, paints, oils, stoves and furnaces. The brother who put in the two thousand dollars is now editing a financial paper in Michigan, but he is still a silent partner and annually draws his six per cent. interest on his investment. The profits, of course, go to W. J. Carter.

Since then there has been a marked change in both Mr. Carter and his business. In fact, both Mr. Carter and his business have assumed portly proportions. He has, himself, ceased to grow, but not so with his business. That is still going ahead. The proof of it is to be seen in the fact that necessity has compelled him to erect a new store, which, when finished and equipped, will be one of the best hardware stores in Can-

ada, taking into consideration the size of Picton.

Mr. Carter is not only a capable hardware man, but he has learned from experience that there are other essentials to success besides an intimate knowledge of the business in which one is engaged. Two of them which he values highly are advertising and good fellowship with local dealers. As far as the quality of good fellowship is concerned, one does not need to be in Mr. Carter's company two minutes before realizing that he possesses it in a marked degree. He is good nature personified.

Good fellowship among local dealers Mr. Carter believes to be the panacea for price-cutting, while advertising, he holds, is the life blood of business. He has learned from experience the absolute soundness of both doctrines.

But Mr. Carter's interests are by no means confined to his own business. To the welfare of his own town he gives much thought and attention, but he has even a broader outlook than that. His chief concern is for the agricultural interests of his immediate district.

As everyone knows, the country surrounding Picton is of great richness agriculturally. Knowing this better than most men, Mr. Carter believes that every effort should be made to get the best possible results from its development, and for many years he has been doing "his bit" to bring about the desired result. He is fully persuaded that he is but performing his duty in doing so, and he would encourage all others to be like-minded. For twelve years he has been a director of the Prince Edward Agricultural Society, and he fills a similar position on the directorate of the Prince Edward Poultry Association and the Picton Horticultural Association.

That Mr. Carter's interests do not lie altogether in those things which have for their object the material welfare of the community is evidenced from the time and attention he gives to child welfare. Believing that the character of the men of the future will be largely determined by the kind of training that is given the children of to-day, he gives much thought and attention to the ways and means of obtaining the desired results. As a result of the interest he has taken in this subject, he has for two years in succession occupied the presidential chair of the Children's Aid Society.

Mr. Carter realizes that in order to accomplish the best things in life a man must have suitable recreations. His recreations in summer are taken at the Camp Louise Recreation Club. This club is situated on the shore of the Bay of Quinte, about nine miles from Picton. Its membership is confined to the professional and business men of Picton, and the sixteen men who comprise it have between them nine cars, four cabin cruisers, one sailing yacht and one motorboat. Of this club Mr. Carter is general manager and a trustee. That he has a good time there can be no doubt, and, naturally, when the snows of winter abound there is not a member who looks forward more longingly for the advent of the "good old summer time" than Mr. W. J. Carter, the genial president of the Retail Hardware Association.



W. J. CARTER
President of O. R. H. & S. D. A.



ONTARIO RETAIL HARDWARE ASSOCIATION MEMBERS AT ANNUAL CONVENTION IN TORONTO.

Eleventh Annual Retail Hardware Dealers' Convention

A practical convention for practical hardware dealers—Helpful addresses on insurance and workmen's compensation—Tendering on supplies for house building—Question box—Interesting sessions.

PRACTICAL work was the keynote of the eleventh annual convention of the Ontario Retail Hardware and Stove Dealers' Association. It was held, as last year, in the banquet room of the King Edward Hotel, Toronto, on Tuesday, Wednesday and Thursday, February 22, 23 and 24.

At the very first session the convention got down to business—the reports were read, committees appointed, and the discussion point was reached before the noon hour. The preliminary proceedings were short and the opening addresses brief. There were no entertainment features, so the whole time of the convention was given over to work.

Secretary Macpherson came in for a lot of credit for the great amount of work done throughout the past year, the result of which was shown in the large number of members added to the association since last convention.

The outstanding features were the addresses of W. G. Wright, of Ross & Wright, insurance adjusters, Toronto, and Geo. A. Kingston, of the Ontario Workmen's Compensation Board. Both these men gave sufficient matter for thought to busy many a hardware man for the year to come. Another important feature, and a new one, was the discussion on the tenders for plumbing, heating and hardware supplies in a new dwelling. So well received was this that an enlargement and improvement on it is already proposed for next year. The Question Box was as popular and fruitful as ever.

The advisory board met in the afternoon of Tuesday, with an executive meeting the same evening, to facilitate the program plans of the convention.

OPENING OF PROCEEDINGS

The attendance was hardly up to last year's record, but when President Conn mounted the rostrum on Wednesday morning to open the convention there was a goodly-sized audience of hardware dealers, manufacturers and representatives present. Besides the chairman, on the platform were Adam Taylor and F. M. Tobin, president and secretary of the Canadian Hard-

ware Manufacturers' Exhibitors, and Col. J. B. MacLean, of the MacLean Pub. Co., as guests of the association.

President Conn, in calling the convention together, welcomed all present to this eleventh annual gathering, and without further ado introduced President Adam Taylor, of the Exhibitors' Association, whose address is published on next page.

F. M. Tobin spoke of the harmonious relations of their two associations and then told the convention of the plans for the hardware exhibition to be held at London, in June, which he promised would be somewhat different from any of the previous ones. He invited all hardware dealers to go to the exhibition, as they would find the time well spent. They would be able to give time to viewing the exhibits because there would not then be a convention to take up some of that time.

The holding of the exhibition in June was, of course, an experiment, but it was held at a time when traveling was pleasant and when dealers could enjoy a holiday. If given the opportunity a visit to the London exhibition would, he felt sure, be a happy memory to those who attend.

It was to him a great pleasure to see the dealers again and meet so many of his friends.

President Conn seconded the remarks of Mr. Tobin

OFFICERS FOR 1916

President—W. J. Carter, Picton.
 First Vice-President—J. N. McGregor, Oakville.
 Second Vice-President—D. A. MacNab, Orillia.
 Honorary Secretary—Weston Wrigley, Toronto.
 Secretary—W. F. Macpherson, Prescott.
 Treasurer—John Caslor, Toronto.
 Executive Committee—W. W. Bennett, Gananoque; A. J. Wright, Hamilton; A. Wideman, Markham; E. Wanless, Chatham; A. E. Bottum, Bobcaygeon; A. B. Bernhardt, Preston.
 Auditors—Geo. Mathewson and J. W. Peacock, Toronto.



F. M. TOBIN
Secretary C.H.M.E.



ADAM TAYLOR
President C.H.M.E.



J. A. HOSSACK
Vice-President C.H.M.E.

A trio of guests who spoke at opening meeting of the convention.

by asking the dealers present to make it a point to attend the hardware exhibition next June.

Introduced as one of the founders of the Retail Hardware Association, Col. MacLean read an address, in which he congratulated the association on the splendid progress of the past year, and told of the benefits to be derived from being members of and from attending the annual meetings of the trade associations.

A. M. Smith, president of the Stove Dealers' Association, as a native of London, invited all present to make a visit to the hardware exhibition. Speaking for the stove manufacturers, they were going to try hard to make the exhibition a success; the stove makers of Canada hope to have the biggest exhibition of stoves ever shown at one time in this country.

On behalf of the McClary Mfg. Co., he gave an invitation from Col Gartshore to visit their plant, where "open house" would be held all during exhibition week.

Buy Made-in-Canada Goods

James A. Hossack, of the Lufkin Rule Co. of Canada,

Ltd., gave an interesting short talk on why dealers should buy and sell "made-in-Canada" goods. The buying and selling of home-made goods was something more than a patriotic duty; it was a good business proposition. When manufacturers are prosperous the dealers are prosperous. We sometimes hear that such and such goods made in this country were not as good as some imported lines, not as well finished as United States manufactures, and that the prices were run up to the limit of protection. There is a modicum of truth in this, and the reason is that in Europe and the United States there are big factories turning out immense quantities of goods for a big market. In Canada, with a smaller market, Canadian manufacturers are expected to turn out just as large and varied a line as the big foreign manufacturer. He can do this only at a big cost. In consequence, he has to economize in his manufacturing, so as to get the price down to the lowest possible. That is why price, perhaps, seems so high.

But in quality, Canadian manufactured goods have increased and are getting better all the time. The goods you received last year were better than the year previous, and this year they will be better than last. Next year, of course, they will be better still.

J. Billinghamurst, as a director of the Exhibitors' Association, had done some little to help on also the work of the retail association. He hoped to see a large crowd at the London exhibition.

A Word from Honorary Secretary

It is delightful to see the rejuvenation of the association, said Weston Wrigley, honorary secretary of the O.R.H. & S.D.A. He was glad to see, also, the result of the good, practical work done by a practical man. Secretary Macpherson will build up a better association, better because practical, and practical because that can be done by none other than a practical man. He was glad to know the association was sound. It had always been financially sound, and from the beginning had always stood on its own feet.

Mr. Wrigley agreed with Mr. Hossack in his argument concerning the worth of buying made-in-Canada goods. Personally, he started off as a free-trader, but circumstances had forced him to take a different stand. If Canada is to develop into a nation or as an important part of the Empire it must stand as an association on its own bottom. And the war, serious as it is, has pre-

PRESIDENT ADAM TAYLOR, OF THE C.H.M.E., TO THE ONTARIO RETAIL HARDWARE CONVENTION

"Mr. President and Gentlemen:

"For the C.H.M.E. I wish to congratulate you upon this your eleventh anniversary of your birth year. We are naturally much interested in your health, wealth and prosperity, as we are of the same family, and share with you the good things of the earth, or the lean days of the cold depression of the poor times when they are upon us. In fact, we are twin brothers to you, although our date of birth is later than yours as an association, nevertheless, the units that go to make up the interests of each association, yours and ours, have existed and depended upon one another for a long, long time.

"We are told of your increased membership; this is good news and I hope by the next meeting you will be able to double it.

"This year our association will meet you, as it has been agreed with your executive officers, at an exhibition and general hardware week at London during June. At that time we expect to find a way to interest you to an extent that you will pronounce your visit to what we will prepare for you, a profit to yourselves of sufficient value to well repay you the time you spare to make that trip, and the pleasure you will give us to meet you."

sented an opportunity for Canadian manufacturers to help make Canada stand on its own feet. "If you want Canadian manufactures give them the opportunity, and Canadian manufacturers will make good."

Presentation of Reports

AFTER the addresses of the guests and before the adjournment for lunch the reports of the officers on the past year's work were presented. These, on motion of Messrs. Wright (Hamilton) and Hawkins (Smiths Falls) were referred to the resolutions committee. The reports follow:

PRESIDENT'S ADDRESS

At our last convention held in these rooms you did me the honor of electing me as your president. I desire to take this opportunity of thanking you for electing me to the highest office in our association. I can assure you I feel it an honor not only to preside at our meetings, but to be associated with such a large and intelligent body of retail hardware men.

On account of the war in which our country has been engaged in for nearly two years, this past year has been for every business man a very trying one, the changed conditions being such that it has made every one of us study the markets more carefully in order that we may buy to the best advantage for our trade, and right here I may say that I think those who attend our conventions are the ones who will be the most benefited by taking part in the discussions, also by comparing notes with other retailers as to prices and to the best markets to buy the different commodities in.

At our last convention our meetings were held in close session for retailers only. This year it has been decided to do the same and every member is free to discuss in full any matter that is brought up for discussion.

I am pleased to announce to you that the Canadian Manufacturers' Exhibitors, Limited, have remitted to our treasurer the sum of three hundred dollars, which they promised us at our last convention.

The increasing of our membership has been our great aim this year, and I am pleased to state our efforts have been rewarded, as we have more members in good standing before our convention this year than at any previous year, having added one hundred and fifty new

members, ninety-seven hardwaremen and fifty-three associate members, this being entirely new blood. We decided to get out "a service to members campaign," by sending out price lists, etc., to the trade, which, judging from the replies received by our secretary from all parts of the country, have been very much appreciated by the trade, and I may state this is only the beginning; we intend to keep on getting out new lists as fast as possible. Also, too much credit cannot be given to Secretary McPherson for his efforts in this "service to members campaign," as upon him has fallen the whole work of getting out these lists, and that his efforts have been successful is shown by our large increased membership. I would suggest that a full dis-



C. W. CONN
Retiring president, who made an ideal chairman of the meetings.

cussion of "the service to members campaign," as carried on this past year, be held and that suggestions as to improving or adding to be forthcoming at this convention.

You have had submitted to you a plan and specification of a modern house, on which we are asking tenders for hardware, heating, plumbing and galvanized iron work. I sincerely trust that we will receive many tenders, as this seems to me to be one of the best educational features of our convention, and full opportunity will be given all members to discuss the different tenders when opened.

The Canadian Manufacturers' Exhibitors, Limited, have decided to hold an exhibition of "Made in Canada" hardware, at London this coming June, having secured the Western Fair buildings for same, and I would like all members of our association to make it a



A. M. SMITH, President
Canadian Stove Manufacturers' Assn.



JOHN BILLINGHURST
Vice-President C.H.M.E.



WESTON WRIGLEY
Honorary Secretary O.R.H. & S.D.A.

Three speakers at the opening meeting of the Retail Hardware Convention.

point to attend this exhibition and assist in making it a huge success. I would also suggest that an executive meeting of this association be held in London at the time of this exhibition, also that we engage space from the Canadian Manufacturers' Exhibitors, Limited, and erect a booth for advertising our association, having on display our different price lists, etc., by this means coming in touch with many of our fellow hardwaremen, not members of our association, whereby we may greatly increase our membership.

In closing, let me again thank you for the honor you conferred upon me, and I sincerely trust at the close of this, our eleventh annual convention, we will go back to our homes feeling greatly benefited from this convention and that we can truthfully say it has been the best ever held, also that we may all be spared to attend many more conventions.

CHAS. W. CONN.

REPORT OF EXECUTIVE AND ADVISORY COMMITTEES

Your executive committee held a meeting in Toronto on April 5th, when the books and property of your association were transferred by former Secretary Wrigley to Secretary Macpherson, of Prescott, his successor. Your auditors at that time made an audit of the books and made a satisfactory report. Your executive at that meeting went into the proposed "Service to Members" plan, and authorized the secretary to follow up the plan as per his suggestions. Your executive also authorized plans for a membership contest, results of which will be announced by the secretary in his report.

A meeting of advisory committee was held in Toronto on 11th October, and, on the report of secretary as to results obtained through the price lists issued so far, authorized publication as early as possible of further additions.

The purchase of a duplicating machine was also decided on, for the purpose of issuing frequent price

C.H.M.E.A. to attend a monster exhibition to be held in London in June of this year. The date will be shortly announced, and we would express a hearty desire to have a good, large representation of our members present on that occasion.

At a further meeting of advisory committee, on January 17th last, plans for the present convention



D. A. MACNAB, Orillia
elected second vice-president.

were approved of, and we sincerely trust that you will be able to secure some lasting good from the deliberations and discussions on the matters set forth in the program.

We are pleased to note a splendid increase in our membership and have no hesitation in believing that the present year will see a much larger percentage of increase than even the past year shows.

We invite your hearty co-operation during the present convention to ensure the success which is due an organization founded for the betterment and aid of the retail hardware and stove trade in our province.

All of which is respectfully submitted.

C. W. CONN, President.

H. OCCOMORE, Past President.

W. F. MACPHERSON, Secretary.

SECRETARY'S REPORT

In presenting this my first report as secretary of your association, I must express my gratification at the manner in which my efforts during this term of office have met with your approval, as shown in the many kind expressions as to the services rendered, which expressions I have every reason to believe are sincere.

I will mention first the results as made apparent, in the number of new members enrolled. During the period from March 15th to 31st December, the end of our financial year, 94 full memberships were recorded, of which 14 were renewal and 80 new. In addition, 40 associate members were added, all new. This makes a total given in the nine months of 134 new members. Since January 1st to February 19th there have been added 19 full members and 16 associate, making a grand total of 169 new members secured since last convention. I am also pleased to state that although the expense in connection with the rendering of "Aid to Members," as per your resolution at the last convention, has been considerable, our treasurer will be able to make you a very favorable report as to the financial standing of the association, and sufficient to assure you of the possibility of an extended service during the coming year along such lines as this convention may determine.

During the year there has been distributed through



First vice-president J. N. McGregor
and his son, two familiar figures at
the convention.

changes to our members. Recently, a machine has been secured, and we are sure that the usefulness of the same will be demonstrated to your satisfaction. At a joint meeting of the advisory committee and the committee of directors of C.H.M.E.A., it was decided to hold our convention as a purely business convention again this year, and to accept an invitation from the

my office from 9,000 to 10,000 mailings, and I am satisfied that during the present year the publicity thus afforded will bear fruit, and that a full larger increase in membership can be obtained by following up the campaign inaugurated.

During the past few months I have received numerous remittances covering old accounts due our members,



Secretary W. F. MACPHERSON.
Re-elected.

which were forwarded in response to collection letters. Many of our members have written me stating that some of the accounts collected were actually outlawed. I mention this because it is evident to me that many of our members have not started to use these valuable collection forms, and as each member has been furnished with a supply, I would strongly recommend their use, as I believe almost any member can collect sufficient to cover his membership fee many times over from, apparently, uncollectable accounts. Any remittance or correspondence regarding accounts forwarded to me are promptly sent to the person sending out the collection letter.

Although every package of lists and supplies sent out contains a form of acknowledgment to be returned, I might state that less than 50 p.c. of these packages were acknowledged. I would appreciate receiving a letter from all the members using these forms as to their value, not for my own satisfaction, but to use in connection with the campaign for new members. Your assistance in this way will ensure a continuance and extension of the service, as only by a steady growth in our membership can the expense in connection therewith be covered.

I must express to you my appreciation of the good services of our two hardware publications, "Hardware and Metal" and "Canadian Hardware Journal," in their endeavor to promote the interests of our association, and I am sure that their valuable aid was a considerable factor in our growth this year, and I feel is worthy of more than this passing mention in my report.

I must now pay my respects to our good president, Mr. Conn, who has been most attentive to the affairs of the association and energetic in the duties of his position during his term of office.

As further reports will cover the other activities of your association, I will conclude by expressing the hope that this, our 1916 convention, may be one of harmony, full of good fellowship, and that our deliberations and discussions will be of such a nature that each and every member will go back to his business feeling that he has profited by his attendance.

All of which is respectfully submitted.

W. F. MACPHERSON.

FINANCIAL STATEMENT

Receipts

Balance on hand Jan. 1st, 1915.....	\$ 917.27
Membership fees Jan. 1st to Mar. 18th.....	337.00
	<hr/>
	\$1,254.27
Membership fees May 8th to Jan 1st, 1916...	322.00
Received from C.H.M.E.A.	300.00
Received from sale of supplies.....	10.75
Bank interest	23.43
	<hr/>
	\$1,910.45

Expenditures

Convention expenses	\$ 278.57
Postage, stationery and office expenses.....	171.45
Executive travelling expenses	145.60
Secretary's salary	225.00
Honorarium, W. Wrigley	75.00
Printing	79.00
Price lists and binders	183.00
	<hr/>
	\$1,157.62
Total cash received	\$1,910.45
Total cash expended	1,157.62
	<hr/>
	\$752.83

Standing of Association

Cash on hand	\$743.05
Interest	9.78
Stock on hand	110.00
Office equipment	40.00
	<hr/>
	\$902.83

Wednesday's Afternoon Session

WHEN the convention assembled for the afternoon the minutes, as published in the trade press, were taken as read.

The president then announced the personnel of the following committees:

Resolutions—Jas. W. McGregor, Oakville; D. A. Mac-



Treasurer JOHN CASLOR.
Re-elected.

Nab, Orillia; R. Hawkins, Smiths Falls; J. Rogers, Atwood; A. R. Bernhardt, Preston.

Nominating—W. A. Rankin, Ottawa; S. B. McClung, Trenton; C. W. Conn, Tillsonburg; F. W. Hendershott, Mount Forest; J. D. Smith, Baysville.

Association's Service to Members and Price Maintenance

Two subjects dealt with at recent convention—Secretary's price lists help—Instances of trade working agreements.

SECRETARY MACPHERSON, called upon by the president, explained in detail the service to members he had under way. This included lists on machine bolts, iron pipe, and iron pipe fittings. There might be other lines in which dealers were interested, and if so he would like to know.

President Conn explained what had been done so far and asked opinions from members.

A. M. Oldham, Weston, asked if there was a wood

good list; also brass goods, plumbers' brass goods rather than steamfitters', would be a good addition.

D. A. MacNab asked for a standing vote showing the number of dealers using lists already sent out. Fully 75 per cent. of those present stood up.

On motion of Messrs. Moseley, Bracebridge, and Hawkins, Smiths Falls, the matter of new lists was left with the executive to work out.

PRICE MAINTENANCE

IN taking up the question of price maintenance, Secretary Macpherson said Prescott was a good town for keeping up prices, but it was not always so. He attributed the change to the fact of his attendance at these annual conventions, and on returning home getting in touch with his opposition. He mentioned as an incident the price of Portland cement, which had been raised 40 cents as a result of getting together.

One of the best things in price maintenance is to get on friendly terms with our competitor. "We have got that far in our town," said Mr. Macpherson. He also mentioned what could be done in buying together. He and his opposition had got together in the buying of dry cells, glass and alabastine, to the mutual benefit of themselves. These were some of his experiences after being in business 35 years, but no doubt there were others who could give similar experiences.

A. R. Bernhardt, Preston, said the dealers of his town had got together on oil stoves and other lines.

To E. Wanless, Chatham, it seemed impossible to get his fellow hardware dealers together. Out of seven he had got two to promise to come together, the other four would not do so. He had tried to get other Chatham dealers to come to the convention or to join the association, but they were "too busy" to come. He would give a medal to the man who would succeed in bringing his fellow dealers together.

W. R. Billing, Windsor, said in his town they had a lot to contend with, being right on the border. The dealers get on well together, but have no understanding in the matter of trade. With Walkerville and Sandwich they are like one, getting on well in the matter of friendship.

F. W. Hendershott, Mt. Forest, instanced his Winnipeg experiences and his advent into Mount Forest. Both dealers there welcomed the advances he made in making for a get-together spirit. Both of them 'phone about trade matters and arrange prices. He related a recent gasoline increase.

D. Cinnamon, Lindsay, had heard a lot about getting together, but it could not be done in his town. He gets along now by not thinking of the other fellow. He asks for and usually gets his price as much as possible, though sometimes he has to meet the other fellow's price.

The entry of W. G. Wright, who was slated for a talk on insurance, delayed the conclusion of the debate.

When Mr. Wright left, President Conn read a letter from the Stove Manufacturers' Association re rebate to dealers who order certain quantities of stoves during the year. These need not necessarily be ordered from one maker, though they should be ordered from among the firms listed in the circular.



A. J. WRIGHT, Hamilton, and A. WIDEMAN, Markham, elected to executive committee.

screw list, to which Mr. Conn replied "not yet, but it was coming."

A Fittings List

T. J. Thomson, Owen Sound, suggested gas fittings and cast fittings lists.

W. R. Billing, Windsor, thought malleable fittings were used by many dealers, and if it was thought fit to get out such a list promised his assistance.

D. A. MacNab, Orillia, suggested the placing of a couple of extra columns for cast fittings on the malleable list.

T. J. Thomson, Owen Sound, thought a combined list, showing malleable up to one inch and cast above would be a good thing.

A. J. Wright, Hamilton, wanted a glass pane list. Every dealer should have one, as up to now the wholesalers' lists were depended on.

Mr. Macpherson asked the limit.

Voice: 48 x 60.

A discussion took place on the question of whether the price should be inserted in the glass list or placing there only the discounts. Mr. MacNab thought that working the clerks on discounts was a mistake and apt to lead to confusion. At the same time the association could not dictate to dealers the price they should ask on glass.

A. J. Wright, Hamilton, thought a uniform price list would be a good thing. They had it in his city.

Jas. N. McGregor, Oakville, thought that if such a list worked in Hamilton it should do the same outside.

It was decided to leave a blank column for retailers to insert their own prices.

A. J. Wright wanted a list on hinges and butts.

President Conn thought dry colors would make a

Thursday Morning's Session

AT the opening of the second morning's session a letter was read from the Mayor of Hamilton inviting the association to meet in the Ambitious City next year.

The report of the nominating committee and that of the resolutions committee were received and the latter discussed clause by clause before being adopted. The report is as follows:

RESOLUTIONS COMMITTEE REPORT

The Resolutions Committee's report was submitted on Thursday afternoon, as follows:

The committee would recommend that the O.R.H. and S.D.A. would co-operate with the Sanitary and Heating Engineers' Association in endeavoring to secure a uniform plumbing by-law. We feel this would protect those in the legitimate trade, and also be a protection to the public.

The committee would recommend that the secretary be instructed to get out lists on malleable and cast pipe fittings, butts and hinges, machine bolts, wood screws, and glass, and would suggest getting them out in the order named, except any lists which are almost completed.

We would recommend that every member of our association make use of the collection forms and report any gratifying result to our secretary. This can be used to good effect by him in his inducement to new members.

We would recommend our members to take advantage of the offer of Ross & Wright as to the examination of insurance policies and the adjustment of any losses.

In the matter of the advertising brought to our attention in reference to the quality of paints being sold, if the investigation proves that the article did not prove as advertised, the matter be referred to the Ad. Club and the fullest publicity given.

As it is stated by the Canadian Hardware Manufacturers' Exhibitors' Association that they intend holding an exhibition in London in June, and have extended an invitation to this association to attend, we would recommend that the secretary send notices to each member of the association, with an urgent request to attend same, and that our association have a booth at London, giving the benefits of membership.

That in view of the increased work of the secretary in getting out lists, and the many other helps to the members, we would recommend that his salary for the coming year be made \$450.

That the hearty thanks of our association be tendered to the two trade papers, Hardware and Metal, and the Canadian Hardware Journal, which have assisted us so materially during the past year.

JOS. MCGREGOR
D. A. MACNAB
R. HAWKINS
A. R. BERNHARDT

The building tenders were next taken up, followed by a talk on the Workmen's Compensation Act by Mr. Kingston, of the Compensation Board.

Workmen's Compensation

G. W. KINGSTON, of the Ontario Workmen's Compensation Board, gave a short talk to the convention on the working out of the Act. The Act had been in operation over a year now, and from this little experience he thought in general the rates would be revised downward. He could not say the new rates for 1916 for metal workers would be lower than last year, because they had not yet come to Class 35, but in a few days' time they would be ready to make an announcement.

The cost found chargeable for expenses against the board were not over 5 per cent., which compared favorably with the 40 to 50 per cent. under the old Employers' Liability Act.

Four deaths were reported in Class 35 last year. One, a painter in St. Thomas, whose claim was rejected; a sheet metal worker; and two erectors at Fort William and Kingston. The last three cases were allowed. Erectors are now placed in a class by themselves (33) and plumbers have been put in Class 36.

Mr. Billing wanted to know if the driver or chauffeur of a tinsmith's delivery car came under the Act. Yes, said Mr. Kingston, if his industry came under the Act.

President Conn wanted to know how a dealer in a small town, who did both tinsmithing and plumbing, was to make a division of his employees.

Mr. Kingston said this matter would have to be left to the dealer's judgment.

In reply to a further question as to dealers who neglect to send in a report, Mr. Kingston said that such dealers who have not complied with the law come under Section 93a, which provides a penalty for neglect to supply a wages list. They can be made to pay not only the assessment, but the penalty and all loss in an accident claim.

Another question dealt with inside men. Mr. Kingston believed there is a limit regarding this. There is



E. WANLESS, Chatham, and W. W. BENNETT, Gananoque, elected members of executive committee.

a lower rate for inside work in a shop, as compared with outside work.

How is compensation based, asked a voice, to which Mr. Kingston replied, "On wages." It was practically impossible to cover every case. They had thus to exclude from the working of the Act men working in small shops in small towns. As to an employer working in his own shop and entered on the wages list, Section 12 provides that this employer is protected.

An ordinary retail hardware dealer could not come under the Act, though it is possible an amendment could be made to take in all merchants who want to come in.

An employe on his way to work, say, slips on the sidewalk, his claim would not be allowed.

The cost of protection of dealer under the Act would be about 25 or 30 cents per hundred dollars.

Asked as to how serious an accident should be and how long before compensation would be allowed, Mr. Kingston said that compensation would be given only after a lay-up of seven days, then the compensation would date back to the beginning of the injury. As to casual employes, protection would be granted during the term of employment.

Questioned as to status of soldiers who were kept on the pay roll, Mr. Kingston said the board had not considered this, but, personally, he thought it proper that no wages should be entered. It was a patriotic gift which the dealer voluntarily gave.

In conclusion, Mr. Kingston said he very much appreciated the co-operation the members of the board had



GEO. MATTHEWSON and J. W. PEACOCK, Toronto, re elected auditors for the year.

received throughout the province, and he felt that while at first there was some antagonism, now there was helpfulness. Very few would want to go back to the old plan.

A vote of thanks was tendered the speaker on motion of Messrs. Wanless and McClung.

THE NEW OFFICERS

The report of the nominating committee was read, received and adopted. This meant that all the officers for 1916 are elected by acclamation. These new officers are:

President—W. J. Carter, Picton.

1st Vice-President—J. N. McGregor, Oakville.

2nd Vice-President—D. A. MacNab, Orillia.

Secretary—W. F. Macpherson, Prescott.

Treasurer—John Caslor, Toronto.

Auditors—Geo. Matthewson, Toronto, and J. W. Peacock, Toronto.

Executive Committee—W. W. Bennett, Gananoque; A. J. Wright, Hamilton; A. Wideman, Markham; E. Wanless, Chatham; A. E. Bottum, Bobcaygeon; A. B. Bernhardt, Preston.

Retiring president vacating the chair thanked the members for the assistance he had received during the year, and called Mr. Carter to take over the destinies of the association and conduct the remainder of the convention.

Mr. Carter was heartily applauded and thanked all for the honor conferred. He was not so sure of himself, but with the assistance of all he would try to make 1916 a big and successful year for the association.

NEXT YEAR'S CONVENTION

The invitation to hold the 1917 convention at Hamilton was taken up, and A. J. Wright seconded the letter of invitation received from the mayor of that city.

Some jocular remarks from the members were made, and then, on motion, it was referred to the executive to deal with. If found possible and advisable to arrange, Hamilton will be next year's convention city.

Mr. Phillips brought up the matter of department stores buying graniteware cheaper than retail hardware dealers, and asked how this could be done.

A. M. Oldham said this matter was up last year, and Mr. Caslor said dealers could get as close prices if they bought the quantity.

Mr. McGregor thought that in selling these the large stores offered some goods as leaders on which they lost money.

The convention adjourned on motion of Messrs. Occomore and McGregor.

OLDER THAN HE LOOKS

Secretary Macpherson was walking up one of Toronto's streets and ran into a recruiting officer, who touched him on the arm, saying: "How about you?" Mr. Macpherson drew the officer's head down and whispered in his ear: "I may not have grey hairs, but I've a son in the trenches 'somewhere in France' just now who is as old as you." The officer looked at him, smiled, and said: "You've done your bit, but you don't look old enough."

ONE ON A. J. WRIGHT

When the discussion of Hamilton as a meeting place was up for discussion Mr. McGregor told a yarn of a Toronto man visiting the Ambitious City for a day in the company of a Hamiltonian. The Hamilton man was showing the Torontonian how well "laid out" were Hamilton's streets and how nicely the parks were "laid out" until it got on the Torontonian's nerve, and then he said, "Well, when Toronto is as dead as Hamilton come up and see how well it will be "laid out."

FOR PRESIDENT CARTER'S NEW STORE

President W. J. Carter's son, Chamberlain, has gone for a trip to pick up ideas on store management, store fixtures, and everything of interest pertaining to hardware. He will visit the National Hardware Exchange, the Model Hardware Store, the New York Trade School, from which he graduated four years ago, and any other points of interest pertaining to hardware in New York City. From there he will visit a couple of hardware experts living in another part of New York State, and he will also visit the Compton Shean factory and other large factories in the States, returning by way of Montreal, where he will visit the Sherwin-Williams paint factory, Gillette Safety Razor Co., the Montreal Rolling Mills, and other factories. His stay in Montreal will also include a visit to Lewis Bros. & Co.'s wholesale hardware warehouse.

Mr. Carter's other son, Douglas, who travels from Kingston to Lindsay in Lewis Bros.' interests, attended the late convention as an associate member.

BRINGING THEM TOGETHER

Mr. Billing, of Windsor, while not a practical man, said he wouldn't have missed the convention for anything. He was going back to Windsor to line up the eight hardware dealers there.

The Retail Hardware Convention Question Box

*Some interesting and entertaining questions asked and answered—
Topics range all over hardware business—Systems, goods, methods*

ONLY one session was devoted to the "Question Box," and that the first evening session of the convention.

What is the best system of keeping tab on deliveries and seeing that C.O.D. charges are paid?

W. A. Rankin has made this one man's work. He looks after deliveries, sees that charges are collected, etc. He does not wait on customers.

A. M. Oldham has only one man delivering. He uses a counter check book. If any money is to be collected and is not marked down the delivery man is held responsible.

What is the prevailing price of iron in sheets and cut sheets?

About ten members put up their hands in response to a query as to how many were getting eight cents, and about five in answer to query as to those getting ten cents.

The chairman said in his town he got nine cents for the full sheet and ten cents for cut sheets.

What success have members had through the collection department of the association?

E. Hendershott had used three only a few weeks ago. A few days after sending them out to some doubtful debtors, one of them, a farmer, driving into town with a load of hay stopped him to say those "Toronto ducks" who were sending him such letters were too smart. He paid part of the account there and then, however, and promised the balance in a few days. A second debtor paid his account a few days later. The third he hasn't got yet. The collection letters are splendid. He wanted a second lot.

Mr. Macpherson read a letter from the Dunn Hardware Co., Port Arthur, telling of the great success they had with these letters. He also said he had a letter enclosing \$5 and asking for 500 collection letter forms.

A. M. Oldham had tried out the collection letters with fair success. One of his letters had come back to the secretary of the association.

R. Hawkins also had found them a success.

A. H. Wideman had got only that night \$13 on a \$15 account and had previous success with these letters.

Do special sales pay?

President Conn stated that last year's "Dollar Day" in Tillsonburg was the largest day's trading in the history of the town, beating even the day before Christmas.

W. J. Carter, following the Woolworth and Butler Bros. plan, held a sale on the 26th, 27th and 28th of January which paid well. He used a leader for every day. He lost on these leaders, but made on the sales stunt.

H. Occomore said that holiday sales could be run successfully from year to year. Some hardware dealers have junk that they cannot get rid of otherwise. He had a few electric irons hugging the store which sold like hot cakes at a dollar each on dollar day.

J. E. Moseley had tried a special sales scheme by using the mail-order plan, but had to discontinue it after a time because it was not successful.

What is the percentage of various expenses in doing business, as based on sales?

O. S. Reddick explained more fully the question by

instancing nails, twine, berry boxes, etc., on which the margin of profit was very small, and asking what percentage of profit must be made on other lines to cover the cost of handling these and all lines. What per cent. should be made on sales?

A. J. Wright thought, without going into details, it would be impossible to arrive at a solution of this question, as the lines sold in a hardware store showed profits ranging from one up to 150 per cent. This is a matter regulated by custom and competition. He could see no mathematical way to figure it out.

What use can best be made of inventory sheet; what is present custom of taking inventory, at invoice price or present values?

Jas. McGregor said the answer to that had been made by Mr. Wright in his insurance talk earlier in the day.

F. M. Tobin knew of a dealer who had an accountant who would only allow on invoice price. He thought himself that present value was the right basis. It was like wheat in the elevator which, worth 90 cents a bushel when received, might be worth \$1 or \$1.50 a few days later.

How can a member secure full value for cement sacks returned to manufacturers?

An Eastern Ontario dealer found that while they must return only sound sacks to get the rebate, invariably 40 or 50 cents was deducted for unsound sacks.

Another Eastern dealer said he sent a shipment of 600 bags to Montreal and received a complaint that 7 per cent. of them were unsound. He sent another 600 some days later, counted and checked them himself, and got a deduction of 10 per cent. A third lot sent, one-third of them broken, got a reduction of 7 per cent. Very little redress was to be had. Dealers should get a larger profit on cement to cover the loss on sacks.

Can you tell me the reason why a hot water pipe will freeze quicker than a cold water pipe in the house?

Mr. Conn said hot water is lighter and thinner than cold water, therefore it freezes easier.

How many dealers are getting a profit on wire nails at present cost?

Mr. Wright, Hamilton, at present selling nails 6 lbs. for 25c. and making profit. Had meeting in Hamilton, and dealers got together on these and several other lines.

What is the most expensive leak in the hardware business?

W. Wright, Hamilton, had a serious leak last year. With linseed oil now worth \$1.05 per gallon, he had lost a barrel. He had put in 25 barrels last year. Some months after the barrels started to leak. Someone suggested putting in a tub of water to help swell barrels. He tried this without results.

Mr. Caslor suggested Bowser tanks. They cost money, but at the rate of a barrel leakage per year a tank would soon pay for itself.

Mr. Wright: Are Bowser tanks a success?

Mr. Rankin: Tanks are a success if clerks would close taps properly after using.

Mr. Occomore once wanted three special lights of glass cut out of large sizes. Before the sizes were cut ten lights were spoiled. To this day the manager of

that store does not know of this. Clerks do not always report these leakages.

Would it benefit the members of our association if a general re-sale price was adopted?

Mr. Hendershott: Not until all the hardware men of our towns are members of the association.

Mr. Wright thought it would benefit them if manufacturers made re-sale price. He gave as an instance Gillette safety razors.

Mr. Smith, of McClary's, thought this rather a vague question. It might do in some lines.

Mr. Tobin: It is unquestionably good to advertise prices. If price be established on an article that price can be maintained. Every time a manufacturer comes to you with an article that will stand a re-sale price, take him on. Where possible help to do it, as it always does you good.

Mr. Hawkins: Where re-sale prices were fixed and advertised on well known lines it is a good thing. Manufacturers and retailers should work together and push made-in-Canada goods. Where manufacturers sell to big firms, should have different labels. Instanced case where firm sold to Eaton's and himself saws. Used same label and Eaton's cut price. He lost on deal.

Mr. Thompson said manufacturers to-day are doing a large amount of advertising which brings no results as no price is advertised. Thinks good to have a re-sale price upon all advertised goods.

Mr. Hawkins instanced auto skates. No trouble to get price as goods always carry marked re-sale price.

Mr. Tobin: Sold trade-marked goods, find they brought trade.

Mr. Carter: Bought skates that were not satisfactory and firm offered to take them back and furnish new skates rather than cut price.

How do you figure your net profit?

Mr. McGregor gets invoice, makes re-sale price, and at end of each month or year figures net profit.

Mr. Reddick gets at net profit by method of keeping books. In whatever matter it is, expense must be known. In figuring profit from single entry the difference between assets and liabilities at end of year is present worth. In that way he gets at net profit. In double entry he also gets at it in same way as difference between assets and liabilities.

Mr. Johnson, Boissevain, Man., could do \$3,000 business as cheap as he could do \$2,000 with same amount of help. He figures at 19 p.c.

of all. And there is no reason why this should not be so.

Sanitary Plumbing Laws.

The old and trite subject of adequate sanitary plumbing laws came in for some discussion during the convention. It was a timely subject, and always will be, until the present disorganized state of affairs are remedied. The trouble is that heretofore much of the agitation has been largely confined to local efforts. As long as this is the case uniformity is impossible. Many, naturally, are advocates of uniform and adequate plumbing laws, in order that competition may be placed upon a more reasonable basis. That in itself is a worthy object, for, with conditions as they are to-day, the dealer who desires to do good work is seriously handicapped when he has to meet the competition of those who have no concern in this respect. When an organization like that of the Retail Hardware Association takes the matter up we may hope to see some advance in the desired direction. But even then the effort must be sustained and persistent.

Alleged Fraudulent Advertising.

During the convention the association decided to draw its sword against what is alleged to be the fraudulent advertising of a certain department store, because of the claims asserted for a prepared paint it has been persistently advertising at a very low price.

Not for a long time has the advertisement of any of the department stores created such indignation as this particular one, hence the decision of the association to don its armor and get after the delinquent.

The ground upon which it hopes to succeed in its warfare is the amendment which was made to the criminal code a year or two ago, which forbids advertisers to make statements which are contrary to the facts. In this campaign the association wisely decided to seek the co-operation of the Associated Advertising Club of America, an international organization which has a permanent committee whose duty is to investigate advertising statements and enter proceedings where fraudulent intent is obvious. Already fraudulent advertisers in both Canada and the United States have been made to feel the teeth of this vigilant watch dog. The results in this case will be awaited with interest.

NOTES OF THE CONVENTION

Letters of regret at non-attendance were read from M. S. Madole, Napanee, a former president of the association, and from F. C. Lariviere, Montreal, the death of his brother's wife keeping him from coming to Toronto.

D. Mistele, Rodney, Ont., met with an accident in his store a few days before the convention, a case falling on him and breaking his leg. This prevented his attendance this year. His figure was missed. A resolution of sympathy was passed by the convention.

One of the interesting faces at the convention was Jas. D. Smith, of Baysville, Ont., who has been in the hardware business there for 40 years and a resident of the place for sixty years or thereabouts. His father, still living, and over 80 years of age, was one of the original settlers of the Muskoka district. Mr. Smith was re-elected deputy reeve, and has filled every municipal office but that of reeve, and it is to be hoped he will get that post next year. He was assessor for 25 years, collector of taxes for 20 years, and police magistrate for 12 years.

IMPRESSIONS OF AN INTERESTING HARDWARE CONVENTION

(Continued from page 17.)

made to bring them together occasionally at an informal dinner or luncheon, for the purpose of forming a real acquaintanceship. He said that he found from his own experience that it was a good thing. His suggestion was a wise one. Dealers may be on a bowing acquaintance, but a bowing acquaintance will never bring men to actually know each other. You can only know your fellow men by rubbing shoulders with them. It is only by rubbing shoulders with a man that we get a real grasp of his qualities, good or bad. Acquaintance usually awakens us to the fact that most men have more that is good in them than we dreamed of. When we discover this it is easier to get along with them, whether we are in the hardware trade or any other vocation under the sun. Get acquainted with your competitors. You are not then so likely to work for each other's overthrow, but to work together for the general good

Insurance Adjustment of Fire Losses

*Interesting talk by insurance expert—Co-insurance condemned
—Experience of President Carter—Some simple rules.*

W. G. WRIGHT, of Wright & Ross, insurance experts, gave an interesting talk to the convention on the adjustment of fire losses, and in reply to a number of queries said "co-insurance" was not the best form of insurance for the hardware dealer.

Before taking up his subject, however, President Conn asked W. J. Carter, of Picton, who had recently come through a fire, to give his experience on this matter of insurance.

"We were meandering along in a rather loose way with respect to our insurance," started off Mr. Carter, but, fortunately, they had some little time before crossed out the "red ink" clauses and had the co-insurance clauses wiped out of their policies. This meant, he found out when the fire came along, a saving of \$3,000. "We had \$24,000 worth of stock and carried \$16,000 of insurance when the fire struck us. In the main part of the building water had done a great deal of damage. The adjuster allowed full insurance on this part, and also on another department where \$1,000 insurance was carried. He also told us we were lucky in having the co-insurance clause wiped out.

"Our next difficulty was the salvaging of the stock. We decided on a fire sale. Friends in Kingston and Belleville warned us beforehand to have policemen on hand if we were conducting such a sale. When the opening day of the sale arrived we had a policeman at the front door, where the buyers entered, and a man at the back, where the purchasers departed. We had, too, a man going about inside as floorwalker, and he proved of good help to us, as he caught a farmer loaded up with a great deal of goods, who, on being brought before the court, was fined. This stopped all incentive to pilfering. My advice to dealers who contemplate such sales is get the police.

Co-Insurance Not so Good

Mr. Wright, on opening, said in the past few years he had adjusted some seven hundred losses, and from his experience he had to differ with one of the gentlemen present, who expressed himself as believing co-insurance a good thing. Mr. Carter, perhaps, did not consider his stock of the same value on the day of the fire as when he had bought it. You cannot tell a couple of months after stocktaking what the value of your stock is.

He then gave some instances of fire insurance cases he had been called in to adjust. One where stock at cost was worth \$15,546.37, the loss was adjusted at \$17,401.02. Another loss of \$8,000, on which \$10,000 insurance was carried, paid a loss of \$12,000. A striking case was where a stock of \$34,790.11, on which there was \$28,000 insurance, paid \$40,298.98, because the stock had greatly appreciated in value since bought.

Let us take a case in Montreal. A building that was put up 60 or 70 years ago at a cost of \$40,000 is to-day worth \$100,000. Would you say the value of the building was what it cost originally or what it is worth to-day? This point, too, should be remembered when writing off depreciation from year to year. Co-insurance is the best clause for the company in any policy.

Another thing, when you have a fire, do not notify the agent, but send word direct to the company in writ-

ing. The law requires this. The agent is the servant of the company, not your servant, and notice of the loss to the company from him is not notice from you.

A further point, save all the goods you can. The law says you must protect them. You should not say let the insurance company have the stock. They do not want it, and it is wrong to neglect saving it.

Let me give you a few simple rules to follow:

1. Notify the company or companies direct in writing.

2. Save everything you can in case of fire.

A further help is a good system of stocktaking. Stocktaking is sure an important thing, and I often wonder why all dealers do not know more about it.

Coming back to this matter of co-insurance, your association, some years ago, asked my advice on insurance generally, your officers having in mind the formation of a hardware mutual, but your executive took my advice and did not enter the lists. The Canadian Manufacturers' Association formed a mutual with a capital of \$2,000,000, and now they are sorry they did so.

In taking out insurance make the clauses as simple as possible. A printed policy is better than a typewritten one, because it cannot so readily be changed. It has been held that unless you carry co-insurance you cannot get a good policy, but that is not so. A policy should be broad, general, covering "goods, wares and merchandise," rather than running into details. Do not have a lot of permits. There is one permit, however, you should have and that is one allowing you to keep coal oil, as there is an Ontario statute prohibiting the carrying of more than five gallons of oil on the premises and that for illuminating purposes.

Questions on Insurance

Asked by A. J. Wright if a concrete oil house separated from the store was not insurable. Mr. Wright said no. It was better to steer clear of all entanglements which might prejudice the insurance when fire occurred.

Mr. Macpherson asked when should a man move his stock in case of fire, to which the reply came that in Mr. Wright's judgment if the goods were his own and fire threatened in the neighborhood he would get them out as soon as possible, as the insurance companies would pay for the damage to the stock through removal or in consequence of them being stolen.

President Conn, asking the meaning of co-insurance, Mr. Wright said it really was a method by which the dealer himself helped carry some of the insurance and had to stand some of the loss.

At its conclusion Messrs. Wright and Hawkins moved a vote of thanks to Mr. Wright for his able address.

UMBRELLAS TO THE CAPTAINS

A. J. Wright, Hamilton, and R. Hawkins, Smiths Falls, were the recipients of umbrellas, presented to the winning captains in the contest for securing new members during the past year. Both captains explained their work and thanked the officers for their gifts.

Misrepresentation of Paints

DURING the afternoon of Wednesday a discussion arose over the question of the T. Eaton Co., Toronto, advertising pure white lead paint at 33 cents a quart, and read the following letter which a Toronto hardware dealer had sent to the Department of Inland Revenue concerning the matter:

Toronto, Feb. 7th, 1916.

H. R. Frankland, Esq.,
Deputy Collector of Inland Revenue,
12 Toronto Street, Toronto.

Dear Sir: I desire to call your attention to an advertisement of the T. Eaton Company, Limited, published in the Toronto Daily "Star" of February 4th, 1916, dealing with the sale of a certain mixed paint and which is offered at 33c. a quart and described in the ad. as being composed of only pure lead, pure zinc, pure dry colors and pure linseed oil. My belief is that it does not contain the above-mentioned ingredients in the pure form and I therefore request you to have an analysis of it made for the purpose of determining the truth or falsity of the above referred to advertisement, because it is very unfair to manufacturers of, and dealers in, paints and to the general public who are the purchasers and users, in the event of its turning out that the above described description of the said paint is incorrect and untrue.

Yours truly,
MORRIS PHILLIPS,
686 Bloor St. W.

Mr. Phillips explained the situation to the convention. He had seen the advertisement and did not think it possible for any concern to sell the paint advertised



ALBERT E. BOTTUM, Bobcaygeon,
One of the new faces on this year's executive of the O.R.H. & S.D.A. Mr. Bottum stands high in his own community, having been Warden of Victoria County in 1913.

at 33 cents because of the high costs of the raw materials. He had gone to the Inland Revenue offices at Toronto and asked that an inspector accompany him to purchase some of the paint. He had asked if this was the pure white lead paint advertised, and, on getting an affirmative reply, purchased two tins. These he turned over to the Inland Revenue officers, accompanied with the above letter. One of the tins was sent to Ottawa for analysis and the other was locked up in the vault at Toronto. He had not yet received a report.

W. A. Rankin, Ottawa, thought he knew where the paint was made. He had been offered the same paint and told he could make a profit by selling at 35 cents.

Mr. Phillips said nearly all manufacturers had bid on it. Their side was all right. It was the deception in the advertising that was wrong.

A. J. Wright, Hamilton, thought the paint was all

right. It was pure paint, even though it was not as good as what bore the manufacturer's label.

John Caslor believed it was a case of misrepresentation. The advertisement was misleading. The Ad. Club should take up the matter.

Jas. N. McGregor also thought it was misrepresentation. If the association can show up this concern it would be one of the best things the association could do for the trade.

It was moved by A. J. Wright, seconded by D. A. MacNab that the matter be left in the hands of the executive for action. If the analysis showed misrepresentation then the officers should take the matter up with the Ad. Club for a commitment.

The report from Ottawa has since come to hand and the Toronto office of the Inland Revenue Department states that "it is a very poor quality of paint."

Firearms Legislation

FOLLOWING the paint discussion came up the matter of legislation affecting the sale of firearms.

Secretary Macpherson read a letter from the Ivor-Johnson Firearms Co., stating that the present Act was unjust and suggesting dealers petitioning the authorities for its repeal.

A general debate followed. W. J. Carter thought air guns were good for boys. They steady the eye, help the nerves, and by giving outdoor exercise helped the general health. Roy McGregor said there were some powerful air guns made which were dangerous. A. J. Wright told of the red tape necessary to secure a permit to buy a revolver.

T. W. Thomson, Owen Sound, told how he got fined for selling a hunting knife, while at the same time he had displayed for sale some large French carvers, which were far more dangerous weapons.

Roy McGregor asked if revolvers may be sold to soldiers, and received the answer, no.

It was felt that nothing could be done at the present time to remedy the matter.

HARDWAREMEN AT THE FRONT

The son of Henry Wright, of E. T. Wright Co., Ltd., Hamilton, Ont., who is at the Front "somewhere in France," was promoted on the field to a captaincy for conspicuous bravery.

H. R. Williams, of H. R. Williams & Co., Hamilton, writes to correct a statement published last month, in which he was credited with enlisting for service at the Front. He states he is too old to enlist, being 65 years of age, but that it is his son, also H. R. Williams, for years with Wood, Vallance & Co., who has enlisted with the 120th City of Hamilton Battalion. Mr. Williams, Jr., saw service in South Africa, being in the field eleven months. He should prove an acquisition to his battalion.

Lance-Corporal James I. Morrison, formerly bookkeeper for the Marshall-Mitchell Hardware Co., Medicine Hat, Alta., wounded in the trenches in December, 1914, and recovered sufficiently to return to the Front, has died of pleurisy at Rouen, France.

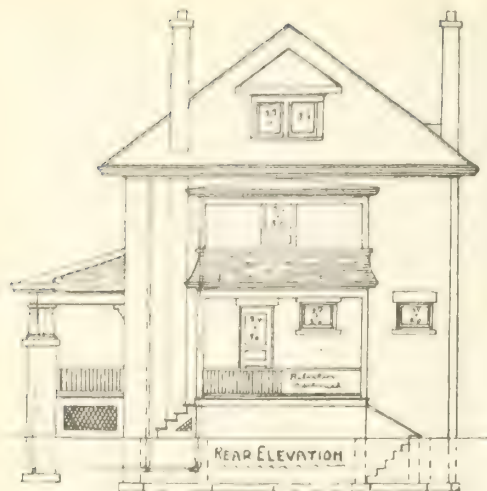
The appointment of Captain Paul Sise as adjutant of the 148th, the new battalion now being organized in Montreal by Lieut.-Col. Magee for overseas service, has recently been announced.

Registered at Convention

- Charles Conn, Conn's Hardware, Tillsonburg.
 H. Occomore, H. Occomore & Co., Guelph.
 John Caslor, Toronto.
 W. F. Macpherson, Prescott.
 W. R. Billing, Windsor Hardware, Windsor.
 Clarence Ney, J. T. Ney & Son, Port McNicoll.
 Alfred J. Wright, Wright's Hardware, Hamilton.
 W. J. Carter, Carter Bros., Picton.
 A. Wideman, A. & H. Wideman, Markham.
 W. H. Bennett, Bennett & Son, Gananoque.
 D. A. MacNab, MacNab Bros., Orillia.
 Roy McGregor, Oakville.
 Morris Phillips, Phillips Hardware Co., Toronto.
 Blake L. Booth, Welland.
 Gordon Colton, Colton & Lorimer, Burlington.
 R. Hawkins, Smiths Falls.
 J. Roger, Atwood.
 Thomas Phillips, Orillia.
 F. F. Balsdon, Cargill.
 F. A. Coons, A. Sweet & Co., Winchester.
 C. E. McCaffrey, Williams Chemical Co., Ltd., Russell.
 John Billingham, Boeckh Bros. Co., Ltd., Toronto.
 R. A. Edington, A. Ramsay & Son, Montreal.
 W. E. Jackman, Coldwater.
 A. R. Bernhardt, Bernhardt & Spalding, Preston.
 W. Holland, Culloden.
 J. E. Hedley, J. E. Hedley & Son, Clarksburg.
 J. J. Cain, Alliston.
 Norman Batty, Richmond Hill Hardware, Richmond Hill.
 O. S. Reddick, Madole Hardware Co., Napanee.
 J. O'Hagan, Canadian Hardware Journal, Toronto.
 W. L. Edmonds, Canadian Hardware Journal, Toronto.
 T. Walden Thomson, T. I. Thomson, Ltd., Owen Sound.
 A. M. Oldham, Oldham's Hardware, Weston.
 Will H. Boyle, Boyle & Son, Napanee.
 Fred W. Otton, H. H. Otton & Son, Barrie.
 S. B. McClung, S. B. McClung & Co., Trenton.
 George D. Hubbard, Merrill & Hubbard, Barrie.
 Fred N. Culp, Canadian Steel & Wire Co., Hamilton.
 T. Chadwick, Gendron Mfg. Co., Toronto.
 A. G. Bottum, Bobcaygeon.
 R. E. Young, Hanover Hardware Co., Hanover.
 Chas. E. Sreaton, H. S. Howland, Sons & Co., Ltd., Toronto.
 R. P. Barrington, Benjamin Moore & Co., West Toronto.
 D. Cinnamon, Lindsay.
 A. M. Smith, McClary's, London.
 E. G. Jamieson, Dominion Stove Co., Penetang.
 W. H. Davy, Toronto.
 W. A. Rankin, Ottawa.
 E. T. Johnson, Johnson Bros., Boissevain, Man.
 E. Hendershott, Mount Forest.
 W. H. Lout, Collingwood Hardware Co., Collingwood.
 J. G. Lorrman, Hardware and Metal, Toronto.
 H. M. Reid, Hardware and Metal, Montreal.
 W. E. Howard, Benjamin Moore & Co., Toronto.
 G. D. Davis, Hardware and Metal, Toronto.
 G. A. Binns, Newmarket.
 J. N. McGregor, Oakville.
 R. A. Wells, Dresden.
 C. E. Glover, The Canadian Steel & Wire Co., Hamilton.
- J. C. McCrory, The Banwell-Hoxie Wire Fence Co., Hamilton.
 James D. Smith, Smith's Hardware, Baysville.
 E. F. Lowe, Brandram-Henderson, Ltd., Toronto.
 A. F. Benford, Padget & Hay, Agincourt.
 J. B. MacLean, Hardware and Metal, Toronto.
 D. Potter, Consumer's Cordage Co., Ltd., Toronto.
 J. McMartin, Lowe Bros., Ltd., Toronto.
 N. B. Vanzant, Lowe Bros., Ltd., Toronto.
 S. C. Stampleman, Auto Strop Safety Razor Co., Toronto.
 D. P. Cotter, Gillette Safety Razor Co., Ltd., Montreal.
 Robert McVittie, Southampton.
 W. B. Philbrick, Gillette Safety Razor Co., Ltd., Montreal.
 H. B. Shuttleworth, McArthur Iron Co., Toronto.
 D. F. Griffith, R. Greening Wire Co., Hamilton.
 George B. Dowswell, Cummer-Dowswell, Hamilton.
 Weston Wrigley, Toronto.
 Chas. J. Robinson, Toronto.
 A. MacKenzie, McClary Mfg. Co., Toronto.
 A. H. Brownlee, Brownlee & Atkinson, Unionville.
 C. E. Atkinson, Brownlee & Atkinson, Unionville.
 Lawrence J. Levy, Boeckh Bros. Co., Ltd., Toronto.
 H. C. Pattinson, Niagara Falls.
 A. R. Payne, Wood-Vallance & Co., Hamilton.
 Frank R. Jackson, Toronto.
 W. D. Stinson, Omemee.
 Fred McLaughlin, Standard Paint Co., Montreal.
 E. E. Gledhill, Standard Paint Co., Montreal.
 E. T. Coleman, E. T. Coleman & Co., New Dundee.
 A. Staples, Moffat Stove Co., Ltd., Weston.
 D. S. Griffin, Toronto.
 J. A. McMaster, Paterson Mfg. Co., Toronto.
 John W. Zavitz, Munroe & Zavitz, Wallaceburg.
 F. W. Silvester, Silvester Bros., Stouffville.
 R. D. Fleming, Wood-Vallance & Co., Hamilton.
 E. W. Charne, Toronto.
 F. W. S. Davis, Sanderson Pearey & Co., Toronto.
 Geo. C. Young, Lewis Bros., Ltd., Montreal.
 J. A. Bartlette, McClary Mfg. Co., Toronto.
 T. W. McKenney, Gutta Percha & Rubber, Ltd., Toronto.
 W. B. Baiden, H. S. Howland, Sons & Co., Toronto.
 C. E. Bailey, Toronto.
 J. W. Peacock, Toronto.
 James McGregor, McGregor & Co., Caledonia.
 T. B. Costain, Hardware and Metal, Toronto.
 G. E. Pearson, Hardware and Metal, Toronto.
 J. H. Conover, Martin-Senour Co., Ltd., Montreal.
 H. H. Morris, "1900" Washer Co., Toronto.
 F. H. Sheppard, Burlington.
 J. G. Lucas, Hardware and Metal, Toronto.
 E. Newsome, Hardware and Metal, Toronto.
 Geo. Honsberger, Canadian Hardware Journal, Toronto.
 J. Brandt, Canadian Hardware Journal, Toronto.

TRADE FAIR IN FRANCE

Arrangements are progressing for the Canadian exhibits at the great Lyons Fair, in March. The following firms have arranged representation either in separate booths or as part of the Canadian Exporters' Association's exhibit: Dominion Bridge Co., Canadian Consolidated Rubber Co., The Canadian Pacific Railway, Jas. Smart Manufacturing Co., Canadian Locomotive Co., Nova Scotia Steel and Coal, Page Hersey Iron Co., Riordan Pulp and Paper Co., and the National Steel Car Co.



The plan of house on which tenders were invited.

Discussion on Tenders for Hardware Used in House

One of most interesting features of convention—Tenders covered heating and plumbing, iron, glass and hardware

MUCH interest was manifested in the tendering for hardware, glass, galvanized iron, plumbing, etc., and when the tenders were opened, on the second morning of the convention, a full house was present to hear and discuss the details of the various tenders read.

The following are the specifications on which the tenders were based:

Hot Air Heating

Supply and install a No. 400 Sunshine (McClary) furnace, or equal thereto, with all necessary tools for operating same. Chain for regulating to be placed in a convenient position on the ground floor.

All hot air registers will be side-wall and common oxidized finish, placed where shown by arrow marks on plan, and will be of the following sizes:

Ground Floor: Hall and parlor, double 10 x 13 side-wall with 14 in. feed pipe. Dining room and kitchen, double 10 x 13 with 14 in. pipe.

First floor: Two front bedrooms, double 7 x 10 side-wall with 3 $\frac{3}{8}$ x 12 risers and 9 in. feed pipe.

Back bedroom and bathroom, double 7 x 10 side-wall with 3 $\frac{3}{8}$ x 12 riser and 9 in. feed pipe.

All hot air pipes to be made of good quality tin and covered with 10-lb. asbestos paper. All elbows, boots and boxes to have easy turns.

Cold air ducts to be made of 28-gauge galvanized iron and to be placed where marked and to be of the following sizes:

Front hall, one 12 x 19 floor face and 14 in. duct.

Dining room, one 12 x 15 floor face and 12 in. duct.

Kitchen, one 12 x 15 floor face and 12 in. duct.

Plumbing Specifications

Soil Pipe—Provide and run 4 in. med. soil pipe from point just outside, continuing straight up through roof, leaving necessary connection for bath, basin, closet and sink.

Bath—Provide and fit up 1—5 ft. enamel bath, with 3 in. R.R., combination taps, $\frac{3}{8}$ nickelplated supplies, overflow and waste, and connect same with cold and hot water.

Basin—Provide and fit up 1—19 x 24 enamel basin with 4 in. apron, index taps, $\frac{3}{8}$ nickelplated supplies, 1— $\frac{1}{4}$ Femco trap, and connect same with cold and hot water.

Closet—Provide and fit up 1—Low-down closet of an approved make, with post-hinge seat and connect with cold water.

Sink—Provide and fit up 1—18 x 30 roll-rim sink, with lever-handle, quick-opening taps, 1— $\frac{1}{2}$ Wolverine trap, and connect same with cold and hot water.

Boiler—Provide and fit up 1—30-gal. boiler in basement and connect to furnace.

Pump—Provide and fit up 1—Ideal double-action oscillating force pump (iron cylinder) and connect same to cistern.

Galvanized Iron

Eavetrough—All eavetrough shown on the plan to be 26-gauge, best quality of galvanized iron and 12 in. girth, well and strongly supported and to be made to slope, as shown. Veranda's, upper and lower roof of porch, and bay window to have 10 in. girth.

Down-Pipes—Put down-pipes where marked in the plan. The one for the house to be 4 in. and corrugated, 26-gauge galvanized iron. Veranda's to have 3-inch down-pipes, all well put up and secured to the walls and to stand out at least 1 inch from the wall. All down-pipes, where required, to have the necessary elbows, bends, etc. All down-pipes to run into tile drains prepared for them.

Valleys—Supply the carpenter with the valley iron required. These valleys to be 15 inches wide, to be well fitted at top and to be left perfectly watertight.

Flashing—Supply the carpenter with all the step-flashing that he may require, and, after the carpenter work is done, see that the same is all properly top flashed and made watertight.

Saddles—Put saddles to both chimneys and overflash same, leaving them perfectly watertight.

Bay Window Roof—Cover the bay window shown on the plan with 26-gauge galvanized iron, well and properly put on and overflashed and left perfectly watertight.

Glass

- 1 beveled plate, 26 x 52 with 1½ bevel.
- 2 D.D. lights 24 x 30.
- 1 shaving cabinet mirror, 12 x 24 with 1 inch bevel.
- 2 lights electric glazed 13 inches x 46 inches.
- 2 lights, D.D., 28 in. x 18 in.
- 3 lights, D.D., 28 in. x 20 in.
- 1 light, D.D., 24 in. x 14 in.
- 5 lights, D.D., 22 in. x 28 in.
- 2 lights, D.D., 18 in. x 20 in.
- 6 lights, D.D., 16 in. x 20 in.
- 3 lights, D.D., 10 in. x 14 in.
- 1 light, D.D., 40 in. x 40 in.
- 1 light, D.D., 40 in. x 20 in.
- 2 lights, D.D., 40 in. x 38 in.
- 2 lights, D.D., 40 in. x 18 in.
- 2 lights, D.D., 30 in. x 30 in.
- 2 lights, D.D., 30 in. x 28 in.
- 2 lights, D.D., 24 in. x 24 in.
- 2 lights, D.D., 22 in. x 24 in.
- 2 lights, D.D., 12 in. x 38 in.
- 2 lights, D.D., 12 in. x 18 in.
- 2 lights, D.D., 22 in. x 38 in.
- 2 lights, D.D., 22 in. x 18 in.

Rough Hardware

- 100 lbs. 12 oz. asbestos paper.
- 275 lbs. 2¾ wire nails.
- 110 lbs. 4-inch spikes.
- 60 lbs. 1½-inch shingle nails.
- 50 lbs. 2½-inch finishing nails.
- 20 lbs. 2-inch finishing nails.
- 10 lbs. 1½-inch finishing nails.
- 50 lbs. 2½-inch flooring nails, for oak floor on ground floor.
- 5 cones blue chalk.
- 1 small tin liquid glue, ¼ pt.
- 2 yards sand paper. (B. & A.)
- 1 set sliding door hangers.
- 250 lbs. sash weights.
- 4 lbs. sash cord.
- 1½ squares Brantford roofing, (2-ply) or equal.

Finishing Hardware

- 1 sliding door set, double, plain front (brass plated).
- 1 front door set, brass plated.
- 1 swing door set, brass plated.
- 15 inside door sets, medium quality (brass plated).
- 3½ pair 3½ x 3½ L.P.B.T. brass-finished butts.
- 14 pair 3½ x 3½ L.P.B.T. steel-finish butts.
- 2 pair 5-inch T hinges (light).
- 2 thumb latches, No. 2.

- 14 pair 2½ in. x 2½ in. L.P. butts, steel (B.T.).
- 6 pair 3 x 3 L.P.B.T. butts, (B.T.).
- 6 casement sash fasteners, brass plated.
- 14 cellar window bolts 2 in.
- 11 sash locks, brass plated.
- 14 sash lifts, brass plated.
- 1 pair 2½ in. narrow butts (nickelplated).
- 1 catch (nickelplated).
- 4 pair 3-inch narrow butts (brass).
- 2 Elbow catches (japanned).
- 2 door catches (or cupboard catches).
- 24 shelf rests (for loose shelves).
- 5 casement sash adjusters.
- 2 push plates for swing door (brass plated).
- 10 door stops (or bumpers).
- 4 doz. hat and coat hooks (jap. cast).

TENDERS RECEIVED

President Conn opened the tenders for the various hardware, heating and plumbing requirements. There were eleven in all.

The Windsor Hardware Co., Windsor, Ont., offered to supply hot air heating at \$140; the metal work at \$38, and the hardware at \$100.

D. Mistele, Rodney, figured the heating at \$160; plumbing, \$180; glass, \$40; and finished hardware at \$25.

Phillips & Co., Orillia, offered to do the heating at \$145; plumbing, \$165; and galvanized iron work at \$31.

W. A. Rankin, Ottawa, would supply all hardware at \$56.95.

S. H. McClung & Co., Trenton, offered heating at \$160; plumbing, \$175; galvanized iron work at \$50; glass, \$40; rough hardware, \$40; and finished hardware at \$25. The whole job complete at \$490.

Conn's Hardware, Tillsonburg, would instal the heating at \$160; do the galvanized iron work for \$160, and the plumbing for \$170.

A. M. Oldham, Weston, offered glass at \$45.41; rough hardware, \$39; and finished hardware at \$26.47.

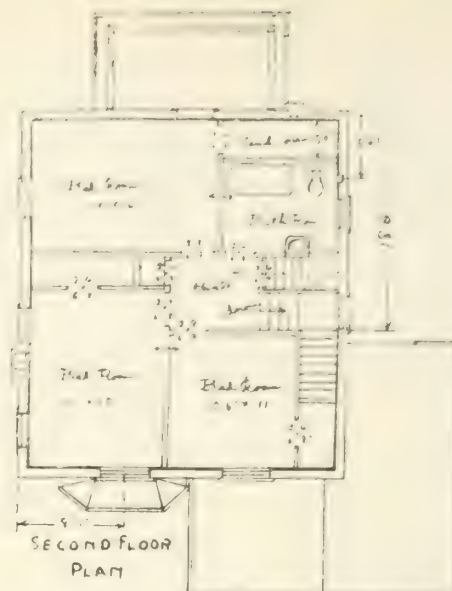
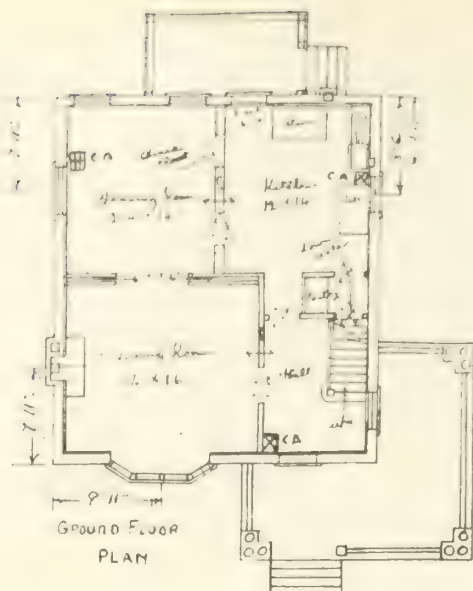
A. L. Shiells, Kincardine, would do the plumbing for \$181.45.

Taylor Bros., Almonte, would instal heating for \$165, and plumbing for \$190.

Joseph Akitt, Creemore, would supply heating, plumbing, glass, metal work and hardware for \$468.72.

J. N. McGregor, Oakville, offered to instal the hot air heating for \$128.74; plumbing, \$148.90; glass, \$38.10; rough hardware, \$40.65; and finished hardware, \$25.71.





All other considerations being equal, the tenders were awarded to the lowest tenderers.

The awarding of the work was the occasion of much amusement. President Conn wanted to know how Mr. McGregor did the work for the money; how he got his prices. Perhaps he got in right in his buying.

Mr. Billing explained the difference—his being the next lowest tender—by saying it was the proximity of Detroit. His cost was \$123.

In regard to the plumbing, Mr. Conn thought all should have read the specifications carefully, as some figured on a tank not mentioned.

Mr. Occomore explained that the system was put in a country house and that the tank was not mentioned in the specifications.

Mr. Bernhardt thought the specifications somewhat vague, as, among other things, they did not mention smoke tests, etc., which cost money.

The question was one of cost of material, said another speaker. He had made an estimate and the actual cost figured out at \$134.30 without profit.

Mr. McGregor said the cost was not that by any means. He had figured on a net profit of 15 per cent., while some figured as high as 33 1-3 per cent.

At this stage Mr. Conn said he had a late tender for the plumbing from Mr. Jas. Hugill, Weston, at \$183.00.

Mr. Occomore said the actual heating job had been done last fall for \$130, which to-day would mean—owing to advances of material—\$145.

Roy McGregor instanced a Toronto plumbing firm figuring on 7 1/2 per cent. on a job out his way.

Mr. Hay, Agincourt, said living within 15 miles of Toronto they must meet that competition, so around 15 or 20 per cent. is the best they could ask.

Galvanized Metal Work and Glass

Mr. Occomore said the metal work including tank and duck roofing had brought \$93, but the work included in the specifications would pay last fall \$55, or \$61 now. How Mr. Phillips could do this work for \$31 he didn't know.

Mr. McGregor couldn't understand how Toronto workers who have board to pay, travelling expenses, and other incidentals, could afford to contract for work in the country at the figures they do.

Four dealers figured on the glass. Mr. Occomore said the actual contract had been let at \$41. Mr.

Creeper, Owen Sound, said at prices he asked for glass he made about 75 per cent.

Rough and Finished Hardware

The original contract went for about \$75, said Mr. Occomore. W. A. Rankin, of Ottawa, offered to supply all hardware for \$56.95, and was told he could have it.

John Caslor would figure \$34 on the rough, and \$28.15 on finished hardware.

Mr. McGregor figured on Yale locks, which, he thought, must have lost him the award. While he figured low on the plumbing, he believed his Scotch conscientiousness would not allow him to skimp on the hardware.

The chairman figured up the lowest estimates for all classes of work and found that the total job could be done for \$365.59. He said the job had paid \$491. Out of the discussion on the tenders presented he thought there was some sound advice that could be taken to ourselves. One point was that we should figure only on the specifications as presented, and not make provisos where we felt some mistakes had been made.

Installation of Hot Air Heating

H. OCCOMORE, Guelph, a past president of the association, gave a running "question and answer" talk on the proper installation of hot air heating, and, incidentally, in conjunction with A. Hay, told why it was better to instal a large furnace when possibly a smaller one would do.

Some makers lose their furnace capacity on minimum and some on maximum. Between these two there was quite a difference. Because of this it was better to take the minimum as base when installing a hot air furnace. Then, again, the position of the house would be a consideration. Some country houses stand alone, and the furnace would be required to do more service than if the house was built in a city or town. The cost of the larger furnace, of course, would be greater than the smaller, but this would be offset in the saving of fuel.

Again, the larger furnace would give a more equable heat. From the large furnace would come a volume of

warm air, while from the smaller would come a volume of hot air when crowded with fuel on a cold day.

The discussion then drifted to cold air registers. Some speakers had told of putting cold air registers in the wall, but Mr. Oecomore's experience in church, school, hall and home work told him that floor registers were always better. The same with warm air registers; it was better to have these in the floor than in the wall. They might look better in the wall, but more warmth could be had through floor registers. The use of cold air ducts also diminished the drafts in a house.

As to size it was well to have the cold air inlets and warm air outlets about equal—a case of fifty-fifty—or possibly it might be well to have the cold air duct's capacity a little larger, on the principle that the more cold air that is brought into the furnace the greater will be the velocity of the warm air. The furnace should be set in the centre of the basement to give the most efficient service, and have the pipes lead as direct as possible without superfluous elbows to the rooms to be heated.

Another point, it doesn't pay to put in a cheap job. One of Mr. Oecomore's greatest business assets, he said, is re-building hot air furnace systems. All manner of complaints he has heard, and in almost every instance they were due to poor workmanship or cheap jobs.

Plumbing for 7-Roomed House

Being tender submitted by J. N. McGregor, Oakville

SO much interest developed at the recent convention through the reading of tenders for the various work done and supplies used in the house for which tenders were asked that Canadian Hardware Journal publishes in detail this tender—one of the best received—for the plumbing in the building.

Soil Pipe.—All soil pipe and soil pipe fittings to be of medium weight, free from flaws and defects, placed in position to receive waste from all fixtures and to terminate 3 ft. outside cellar wall. At the point going through the roof flash with five (5) pound sheet lead and make same watertight.

Lead Waste.—All lead waste and vent pipes to be laid to a proper fall and to be not less than the following weights: 1¼-inch, 7 pounds per yard; 1½-inch, 8 pounds per yard; 2-inch, 10½ pounds per yard; 4-inch, 24 pounds per yard.

Brass Work.—All brass thimbles and solder nipples to be of heavy quality, clean casted. All brass traps and tubing to be of 19-gauge in thickness properly tapped and threaded.

Vent Pipes.—All vent pipes to be of wrought iron, galvanized, pipe connected to traps with brass solder nipples and lead pipe properly wiped on and to be of the following sizes: Closet, 2-inch; bath, 1¼-inch; basin, 1¼-inch; sink, 1¼-inch.

Waste Pipes.—All waste pipes to be of lead and weights specified on page 1 and of the following sizes:

Closet, 4-inch; bath, 1½-inch; basin, 1¼-inch; sink, 1½-inch. Waste from bath and sink to connect with stack in separate fittings. No waste pipes to be connected to closet bend.

Local Vent.—Carry a 3-inch local vent in toilet room and connect same with a heated flue.

Water Pipes.—Water pipes to be of galvanized wrought iron and to be ½-inch in size if compressed air system is installed and ¾-inch if overhead tank is used. All water pipes to be laid to a fall and drain over floor trap in cellar.

Fixtures.—Provide and fix up in position, as shown on plans, the following fixtures:

1 C. I. enameled tank and F de L closet bowl.

1 5-foot bath, F71.

1 basin, F155A 20 in. x 24 in. x 12 in.

1 sink, F321A, 18 in. x 30 in.

Supply hot and cold water to the bath, basin and sink. Supply cold water to the closet. All exposed supply pipes to be ¾-inch N.P. Taps and bath cock to be N.P.Q. opening compression.

Pump.—Provide and fix up 1 semi-rotary pump, No. 3, having a 1¼-inch galvanized suction pipe and a 1-inch discharge. Water to be pumped to storage tank in attic.

Storage Tank.—Provide and fix up in attic 1 tank, 16-gauge, properly braced with angle iron, of 200-gallon capacity. Supply water to all fixtures. Carry overflow from same and terminate over kitchen sink.

Boiler.—Provide and fix up in kitchen 1 galvanized 30-gallon boiler and stand. Supply hot water to all fixtures demanding same.

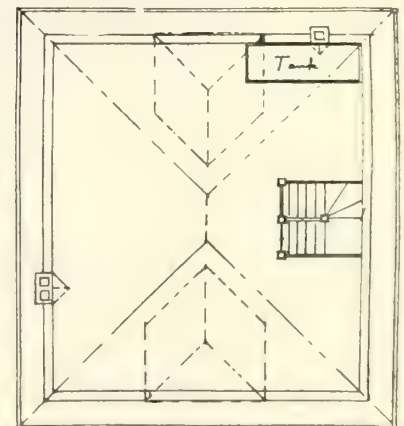
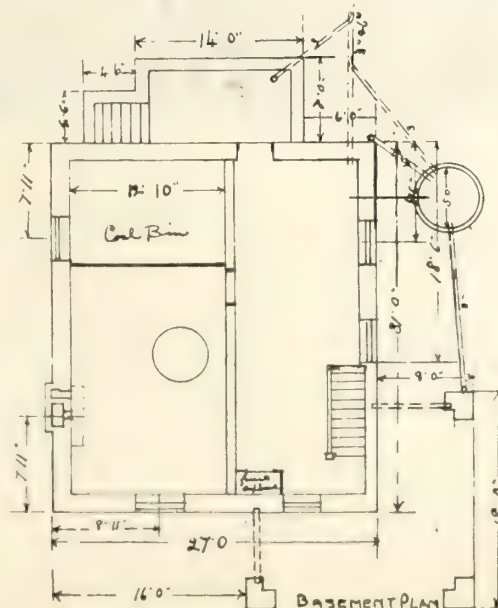
Testing.—Roughing-in to be subjected to a water and smoke test in the presence of the owner or architect.

All work to be done in a neat and workmanlike manner and to the complete satisfaction of the owner.

Price for plumbing, as specified in convention specifications, will be as follows: \$148.90.

Price for a sanitary job, such as these specifications would install would be, with the same fixtures, \$216.25.

A letter from A. A. Bittues, of the Gillette Safety Razor Co., Montreal, was read by the secretary to the convention, regretting his inability to be present. He was detained because his company was doubling its plant to take care of trade in Australia and England. He hoped the company's representatives, Messrs. Cotter and Philbrick, would shake hands for him with his many friends in the trade.



Attic & Roof Plan

Selling First Aid Auto Accessories

By R. S. Peck

For some years past the hardware dealers of Canada have been closely watching and studying developments in the automobile accessory field. Gradually a feeling has been growing among the trade that this business was a permanent and profitable one, offering many and varied opportunities for expansion.

Hardware stores, which a few years ago carried practically nothing that would interest the motorist, now have well-stocked and thriving accessory departments.

"My experience with motorists has taught me that they constitute probably the most desirable class of customer that you can attract to your store," said a prominent hardware dealer in discussing this subject of automobile accessories.

This is true, because of the fact that, generally speaking, the motorists of any community are recruited from that community's most prosperous and progressive people. For this reason the hardware dealer who is successful in establishing a connection with the motor-

cludes such motor necessities as protection patches, blow-out patches, rim-cut patches, quick-repair gum, self-cure patches, etc. These the Goodyear Tire & Rubber Co. has aptly termed "tire-savers," and certainly they are well named, for their use at the proper time has saved many a tire from premature death, while the cure has cost but a trifling amount.

Accessories of this nature are the most ready sellers that a hardware dealer can handle. They retail for a popular price, and the margin of profit is excellent.

"A stitch in time saves nine" is an axiom that applies with very direct force to an automobile tire. Motorists are rapidly realizing this fact, with the result that small accessories which lengthen the life of a tire are so readily sold to the car owner.

ELECTRIC HEATER FOR AUTOMOBILE ENGINE

The almost universal use of automobiles during the winter period has brought forth conditions which have to be met before the continuance of winter motoring can be insured. One of these obstacles is the cold garage. There are thousands of automobile owners who keep their cars in their own garages, which are, as a rule, quite as cold as the surrounding winter atmos-



Window trim showing tire savers attractively displayed

ists of his locality has added a most desirable class of customers to his clientele—a class of unusually high "purchasing power."

Among the large variety of automobile accessories that interest the hardware dealer, none are more popular and sell more readily than small accessories that will give first-aid relief to automobile tires. More and more the car owner is demanding these simple little accessories.

The Goodyear Tire & Rubber Co. of Canada, Ltd., has been a leader in this end of the tire business since its establishment in this country. Goodyear accessories have always been a standard product, and in 1916 the selling of these "tire-savers" is to be made still more easy for dealers by the introduction of the accessories in attractive display cartons. The Goodyear line in-

phere. Most of those who have become "winter fans" have found that to allow their cars to stand in the garage for any length of time presages a frozen radiator and a hopelessly cold engine. To avoid the former evil, the radiator can be drained, but that means a great amount of work and trouble; the latter evil is unavoidable no matter how many rugs are piled on the radiator.

The Northern Electric Company has put on the market an electrical heater that solves the last winter problem of the autoist. The heater is 7½ inches long, and comes with 10 feet of cord, the plug of which can be attached to any lamp socket. The heater is placed inside the hood of the automobile and the current turned on. No further attention is necessary, but cold engines and frozen radiators are entirely eliminated.



The Business Getters

BIG BEN and Baby Ben have so much confidence in their ability to make good for you that they go right into the homes of your customers and solicit business.

While other clocks are lying 'round the shelves or under the counter waiting for you to sell them, Big Ben and Baby Ben are out plugging for your business and creating a demand for themselves. They do this through the advertising pages of magazines with national circulation.

It took more than mere nerve to step into the advertising limelight and talk to the public about these clocks—it took absolute belief in the clocks themselves and their ability to

satisfy the trade, for every advertisement that appears is a personal endorsement by the Western Clock Co. of the quality of the goods and a guarantee of their excellence.

Advertising *might* sell a poor clock for a year or so—till the public got onto it—but to *keep on* advertising for five years, increasing the sales each year, 90% of them repeat orders, takes a first quality clock to back up the advertising.

Big Ben also contributes to your window and counter displays. He brings neat, interesting show cards and handsome, colored posters to liven up the windows and store and incidentally sell more clocks. He's working on some new stuff that you'll like.

This is to be Big Ben's biggest year. We are having difficulty supplying them fast enough. Right now we are five weeks behind on deliveries, so anticipate your needs.

Western Clock Co.

La Salle, Ill., U. S. A. Makers of *Westclox*
Toronto Office, 29 Manchester Bldg.

The Canada Metal Company's Convention



W. G. HARRIS, President.



W. G. HARRIS, Jr., Vice-President.

*Annual meeting of salesmen—Representatives
present from Atlantic to Pacific—
Big year ahead.*

THE Canada Metal Co., Ltd., of Toronto, have just concluded their fourth annual convention, and though the week was full of practical instruction, a lighter vein was allowed to creep in when, unknown to the salesmen, a well-known Toronto cartoonist presented to the convention for exhibition a few impressions. No doubt many of the faces will be recognized by hardwaremen in various parts of the Dominion. They certainly afforded any amount of good natured jokes all round.

Monday at 9 a.m. twenty-two answered the roll call and around the table were representatives from Vancouver, Winnipeg, Montreal, Nova Scotia, New Brunswick, and also the salesmen from the head office in Toronto.

W. G. Harris, Sr., president of the company, gave a few words of welcome, and spoke of the year that has passed. A year that has blessed and burned, that has given life and brought death; a year that has beautified and sullied, enriched and beggared; a year that has brought hope and despair, that has changed men and nations. In reference to trade conditions, he prophesied that Canada would see in 1916 the greatest revival of trade for many years, for, judging by the report presented for January sales for this year, which was the best during the last four years, the indications were very favorable all round, particularly when one takes

into consideration the immense amount of orders booked for future deliveries.

W. G. Harris, Jr., vice-president of the company, presided, and in his address of welcome said what a pleasure it was for all to meet once more under such favorable conditions after such a strenuous year. He congratulated all upon their success. The results for general lines for 1915 made the year stand out as the biggest and best in the company's history. The year opened out under very unfavorable circumstances, yet everyone set out with the determination to make good, and this determination was crowned with success, and when we begin to ask what are the prospects for 1916, indications are that it will be a bumper. The reasons are easily seen when we know that—

Merchants everywhere tell us that business is booming.

Farmers have had a record crop, at big prices, with big demand at home and abroad.

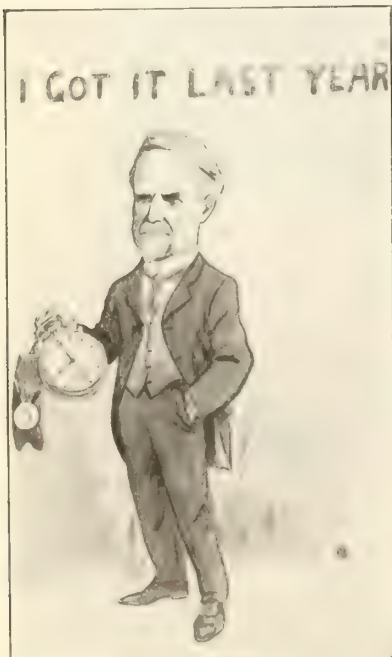
Stocks of manufactured material are short, and labor is in great demand.

Exports largely exceed imports.

Factories are busy, a great many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

Canada has, in proportion to population, greater ex-



portable surplus of wheat this year than any other country in the world.

Millions of dollars are passing over the merchant's counters.

The first session was taken up with a review of the sales for 1915 and the presentation to the winners of the various competitions. The presentations were made by Mr. Harris, Sr., who said that it was a year of surprises. In presenting a gold watch and chain, value \$150, to S. Prevost, the winner of the "Harris Heavy Pressure" competition, he congratulated him upon his successful efforts, and it was a pleasure to find that six of our salesmen were so near together at the finish.

Mr. Harris also spoke of the friendly rivalry which the competitions brought out, and it was a pleasing feature to find that during 1915 every salesman had been successful in winning at least one competition.

How Some Products are Made

Tuesday was a day of discussion on various subjects with demonstrations of manufacture. First came an inspection of rolling of sheet lead. The pig lead was

melting pot is the largest in the Dominion and it was certainly an interesting experience for some of them to see such a mass of molten metal.

Next came a talk upon how to treat a customer who has not time to visit the show room to see any specialties, and, as one salesman naively expressed it, "If they won't come to the factory I take the factory to the people by getting samples in my car and taking them along, adopting the old principle that if the mountain will not come to Mahomet then Mahomet must go to the mountain."

Next on the list was "How I Cover My Territory," by one of the city representatives.

Another should be interesting to electricians: "How I Impress 'Imperial Soldering Paste' on the Lineman."

Again, an address on trade conditions in Hamilton and the prospects of the Ambitious City for 1916, as seen from a metal man's standpoint, gave promise of big things in the near future.

For the Hardware Dealer Handling Plumbing Supplies

Another day was taken up with plumbing supplies. Before discussing this subject a visit was made to the



first exhibited, then taken to the melting pot and put into slabs, then transferred to the rolls, so that the salesmen could see every process from the pig lead to the finished sheet lead. Samples were rolled so as to give practical evidence of what could be done in the way of rolling special sizes for plumbers, so as to avoid waste in cutting.

The second item was a paper on "How I appoint Hardware Agents for 'Harris Heavy Pressure,' and How I Work up a Connection for the Agent." This was brimful of interest to hardwaremen. Here, again, was demonstrated how and under what conditions babbitt metals were made. First the raw materials were taken, and after being tested for purity in the laboratory they were melted and alloyed by the metallurgist and poured into moulds, and after cooling were taken to the friction-testing machine, to prove conclusively that the metal was absolutely safe to be guaranteed to do what it was specially prepared for. For large contracts a melting pot which has a capacity of over thirty tons was in use, and it was here demonstrated how necessary it is to melt and remelt metals to get a perfect alloy. This

brass foundry, and here again it was both interesting and educational from a salesman's standpoint to see brass ferrules, soldering nipples, and many other lines of brass goods cast and taken to the brass finishing shop and, later, some of them to the nickelplating department. Salesmen then saw the whole process from the ingot metals to the finished article which they were offering to their customers.

Each day was brimful of interest. One day was devoted exclusively to Winnipeg and the West, and planning future campaigns of how to deal with the exceptional trade conditions which have arisen since the war broke out in August, 1914.

The final session was taken by Mr. H. C. Crow, outlining selling policies for 1916 that each salesman could prove up his territory to its utmost, so that when the reports were compiled for the next convention the results would again be summed up in a nutshell by stating: Our service is excellent, our efforts have been successful, and new sales records established.

In conclusion, Mr. Harris, Jr., pointed out the benefits of conventions for salesmen; they promote good fellowship, give salesmen a better knowledge of the fac-



tory and the goods manufactured. 1916, he said, is a year of great possibilities, and the exchange of opinions and the experiences which have been given by the various salesmen is useful to all, and in conclusion he pointed out that they had every reason to have confidence in the goods manufactured by The Canada Metal Co., and if salesmen go out with the fixed idea that 1916 will be the biggest year on record for individual sales, they will succeed in making it so, for it is well to set a standard. Let the standard be high or low, you will get what you go for, and to get efficiency it is well to remember this in making future plans.

You are Paid for What You Finish, Not What You Start

The convention closed with the usual votes of thanks, and Mr. Harris, Sr., in replying, said: "I feel like a father who year by year brings his boys together, and next year we hope all to meet again at our fifth annual convention and, finally, let us be content with what the year brings to us or that which it takes away. But for this we earnestly hope, that the year will bring to you and to yours the fullest possible measure of health and love and happiness."

WOODEN LADDERS INCREASE IN PRICE

Prices on step and extension ladders have advanced, the new quotations going into effect on Feb. 5. Extension ladders up to 32 feet long are 16 cents per foot; 34 to 44 feet, 18 cents; 46 to 60 feet, 25 cents. These prices cover both common and roped extension ladders.

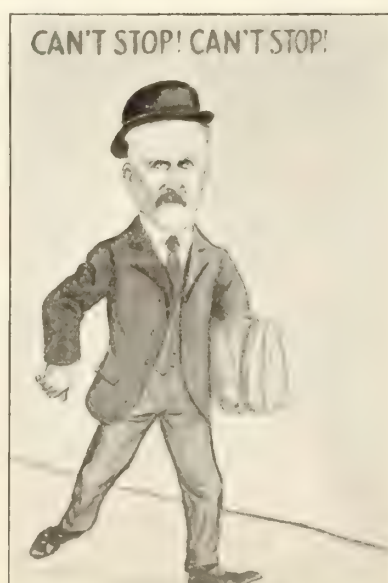
Single and fruit picking ladders up to 16 feet are 12 cents a foot, and from 18 to 22 feet, 13 cents.

The Stratford Mfg. Co.'s line of stepladders are as follows: Shelf lock, 13 cents; Ontario, 17; Faultless, 21; Perfect, 23; Hercules, 24; Mechanic, 26. Extra heavy ladders are: Faultless, 26; Hercules, 29; Mechanic, 31.

Beatty Bros.' (Fergus) Economy is 13 cents and Standard 17. Their Iron Bound is at list already published.

The McFarlane Ladder Works have their Household steps (8 feet only) at 12 cents; Crescent, 16; Standard, 18; Electricians, 25; Fruit Pickers, 22. Window cleaners' ladders are \$3 each. Pointed fruit pickers' ladders, ten to sixteen feet, are at 12 cents, and 18 to 22, 13 cents.

New selling lists are out also on washboards, clothes bars, ironing stands, saw horses, and bake boards.



In the Paint Department

SPREADING POWER OF PAINT

The extent of a surface a given quantity of paint will cover is dependent upon a number of factors; first, the pigment and oil must be considered. Volume for volume, the paint made from white lead is heavier than a similar paint made with lithophone or zinc white. Then there is the character of the surface to be covered. Paint will, of course, spread farther on a hard, non-porous surface than one that is soft and open. And there are all degrees of both in the surfaces we have to paint. Plaster, cement, iron, hard and soft wood, etc. After a surface has been coated over once or twice with paint the result is we have a uniform kind to deal with. In a general way it may be said that the first coat of bare wood will require twice as much paint, by measure, as will be required on the second or third coat. Here is an interesting table in this connection.

Square Feet Covered by 10 Pounds of Paint of Proper Consistency—First and Second Coat. On Wood

Red Lead	112	252
White Lead	221	324
Zinc White	378	453
Iron Oxide	453	540

On Metal—One Coat Only

Red Lead	477
White Lead	678
Zinc White	1134
Iron Oxide	870

Approximate Hiding Strength

Zinc White, spelter made	100
Lithophone	100
Basic Sulphate White Lead	50
Carbonate White Lead	50
Neutral Lead Sulphate	25
Barytes	2

The linseed oil used in the best paints is the prime factor in the spreading power of a paint. For instance, where a paint of average consistency will cover 324 square feet, as with white lead, or 453 square feet, as with zinc white, raw oil will cover 872 square feet. The pigment that will take up the most oil will be the one to spread farthest.

THIRD GENERATION NOW AT HELM

Way back in 1842, which, by simple arithmetic, means 74 long years, Alexander Ramsay established in Canada the paint manufacturing business now known as A. Ramsay & Son Company. In 1840, just two years before that event, the first Alexander Ramsay's son, who likewise bore the name Alexander, was born in Scotland. He entered the paint business established by his father, and for a great many years, until his death a few weeks ago, directed the operations of the company.

Following the death of the second Alexander Ramsay, Walter B. Ramsay has been made president and managing director. The present head of A. Ramsay & Son Co. is one of the fine types of young business men to whom Canada owes so much of her present prosperity and future promise.

Mr. Ramsay was born in Montreal in 1881 and entered his father's employ 16 years ago. In true old apprentice fashion he worked in every department, starting at the lowest job in the factory, and progressing as his skill and experience accumulated to the position of manager of the business during the last five years of his father's lifetime. Mr. Ramsay brings to his new office the combination of family tradition for high and honorable dealings, a thorough grounding and practical experience in manufacturing and selling his product, and the broad gauge imagination and energy of youth. As was his father and grandfather before him, the new president of A. Ramsay & Son Company is



WALTER B. RAMSAY
President of A. Ramsay & Son Co., paint manufacturers, Montreal

very much interested in military affairs, and is an officer in the 5th Royal Highlanders, in Montreal.

Coincidental with Walter B. Ramsay's position as president and managing director, Arthur D. Brown, who, for twenty-one years has been connected with the business, for the last four years sales manager, was made manager. Mr. Brown's connection with the firm dates back to 1895. He came with them a junior traveler in a poor territory. During the eighteen years of his experience on the road Mr. Brown has come into intimate contact with practically every paint dealer from Montreal to the Pacific coast. He remembers perfectly the days when the trip from Calgary to Edmonton was a "jolt" in between towns, no matter how much he sold at either end. For he covered this 200 miles by buckboard, and anyone who is familiar with those early roads will sympathize humorously with Mr. Brown's recollections of them. Mr. Brown's old friends in the trade will note from the photograph which we are printing herewith that the comforts of his new position have in no wise removed the lean

and hungry, not to say ill-nourished appearance of his physique (if physique is the proper word to describe latitude and not longitude).

EMBARGOES ON PAINT LINES

During the past month embargoes have been announced, according to commercial reports, affecting the paint trade as follows:

Sweden—Zinc, unmanufactured, with the exception of zinc produced at Swedish works from crude zinc im-



ARTHUR D. BROWN
Manager of A. Ramsay & Son Co., Montreal.

ported into Sweden from abroad, may not be exported.

Switzerland—The exportation of the following articles is no longer permitted: Asbestos, mica, micanite, asphalt and bitumens of all kinds, coal-tar colors, indigo, coloring materials and glass receptacles for the transport of acids.

Canada—Order of January 22, 1916, prohibits the exportation of cod oil and other fish oil to all destinations other than the United Kingdom and British possessions and protectorates.

DAD'S MONTHLY LETTER TO JIM IN THE STORE

By Edward Dreier

I was just wondering, Jim, if you realized that you were one of the store's advertising men. You and Bill and the delivery man are all advertising men, and the store depends a lot on you to bring in and hold business.

I used to know a storekeeper back home who made his clerks have on a clean collar and clean apron every morning. They had to have clean hands and fingernails. He made them brush their teeth and keep their hair nicely combed. And this is what he told them at one of their weekly meetings:

"You are all my advertising men; you are the men who must bring the business to this store. I have to depend on you for every sale that is made. We have a high-class bunch of customers coming here, and they want to be waited on by men who are neat and clean. The men have to be right on the job with courtesy, cleanliness and service. That is the only way you can succeed in keeping or in getting trade. I may be a crank on this one thing, but if you want to make a success with me you must do things the way I want you to do them."

Now, Jim, there is a lot to that. Right there behind the counter you have the store's business at your fingertips. You can drive customers away or you can hold them, just as you see fit. You've got to be courteous. I know it is mighty hard sometimes, but it pays.

Two weeks ago I was over in a Western Ontario town. I needed some money and went to one of the banks to have a draft cashed. While I was waiting a little, old, shabbily-dressed man came in and wanted to open an account. He wasn't a very clean specimen and he didn't look as if he had more than ten or fifteen dollars to his name. The clerk snapped him up and acted mighty uppish with him. I didn't really see any cause for it, but I knew that the clerk thought this man far beneath him. The old man noticed it and picked up his little bag. He went down the street to the other bank. I was curious and followed, and that men went into the other bank and opened an account for thirty thousand dollars.

Here was a man who by a poor piece of advertising lost his business a large account.

You can't always tell what is hid under a ragged jacket, and the best policy is to be kind and courteous to every man who comes in, be he millionaire or beggar. You are the advertisement of the store and you must "read right and look right." You've got to play the game right from start to finish.

I want you to make good there in a big way, Jim. You have a wonderful chance to make a big man of yourself. Watch your actions all the time, and study, study like the dickens to learn ways and means of increasing the store's business. The only way you can succeed there is to make your store succeed. Now write me, and tell me your plans and dreams.

And good luck to you,

* * *

Frank A. Child, hardware dealer at Cochrane and Matheson, Ont., died recently after a brief illness. While only 35 years of age, he was a pioneer of the North country. Before going into business on his own account Mr. Child was on the staff of the Rice Lewis Co., Toronto. A widow and daughter survive. His funeral took place at London, Ont.

HOW TO GET RESULTS

FIRST, you must be a sincere believer in the genuine merits and superiority of the merchandise which you sell.

Second, you must be an enthusiast, dead in earnest, and never neglect a chance to attract a new patron to the store.

Third, you must feel the truth of this fact—that every sale made, every new friend won for the store, every new advantage and point of profit gained for the firm is prestige and profit as much for yourself as for the firm.

And by training yourself to think and act along these lines you will get the results upon which the size of your pay envelope depends.



Wm. Harland and Son

Established
in 1791



Merits
the
Recognition
of the
British
Navy



Worthy
of a
Prominent
Place on
Your
Shelves

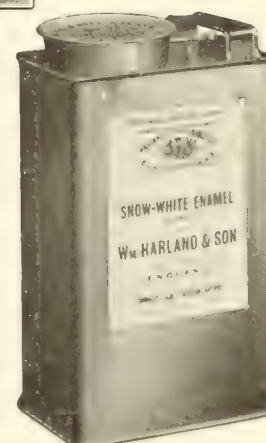


H.M.S. "RENOWN"

Painted from stem to stern, inside
and outside, all over, with

Harland's Snow-White Enamel (Glossy)

Factories : MERTON, SURREY, ENGLAND
TORONTO, ONT. BUFFALO, N.Y.



Retail Problems Discussed by Manitoba Merchants

At conference in Winnipeg—About twenty-five retailers from Saskatchewan in attendance—Many subjects discussed and dealt with.

Reported by
Western Representative of The Canadian Hardware Journal

MANY important problems of interest to retail merchants were discussed at the annual meeting of the Manitoba Branch of the Retail Merchants' Association of Canada, which was held in the board room of the Industrial Bureau, Winnipeg, on Wednesday, Feb. 16. About one hundred members attended the conference, including about twenty-five members from the Saskatchewan Branch. C. F. Rannard, president of the Manitoba Board, extended a hearty welcome to the merchants present. He pointed out that the recognition necessary for the promotion and protection of the retail business through Canada required organization in the towns, in the provinces, all linked up with a Dominion body. The chairman said it was important that all unite in strengthening the hands of the provincial board in the efforts being made for desirable and fair legislation. He reviewed briefly the negotiations which had been carried on with the Government.

Efficiency of Store Service

S. T. Bates, of Winnipeg, addressed the conference on "Efficiency of Service." He said that the two things which were most essential to the success of any business were capital and brains, and that any man contemplating entering business should choose that line to which he found, by experience, he could readily adapt himself. He said that a merchant should study very closely the needs of the community in which he proposed to enter business—that the price of the goods should not be the sole consideration—that having bought the goods, and bought them well, they should be well arranged—that salesmen should know the goods thoroughly and have a knowledge of human nature—that a spirit of service should be uppermost in the mind of the clerk in dealing with customers. He said that more goods were sold on service than could be sold on price.

Compensation Act Outlined

W. E. Hawkins, of the insurance department of the association, briefly outlined the proposed Compensation Act, in so far as it would affect retail merchants in Manitoba. Mr. Chevrier said he did not think the act should apply to retail merchants and suggested that the measure receive very close attention.

Small Debt Court Act

R. B. Kilbourne, LL.B., solicitor for the Manitoba Branch, said in explaining the proposed Small Debts Court Act for Manitoba, that the bill provided for debts for \$50.00 and under; that cases would come before police magistrates, and would provide effective machinery with moderate costs for the collection of small accounts, and in answering a question said that suit could be entered for the collection of any account not outlawed. Mr. Paynter, of Regina, suggested that interest should be made legal if specified on counter check books of a merchant.

Disposing of Bankrupt Stocks

Horace Chevrier outlined a plan for the disposal of bankrupt stocks by means of trade sales. He explained

why it was in the best interests of any community that stocks should not be slaughtered, and that merchants would find it to their advantage to attend these trade sales and thus provide bargains for their customers. Winnipeg, he said, would provide the most natural market for the disposal of stocks offered for sale in Manitoba. More convenient points would be formed for the stocks farther west. At the conclusion of Mr. Chevrier's address the following resolution was moved by W. J. Currie, of Lauder, seconded by Mr. Sheppard, of Wauchope, Sask., and carried unanimously.

"That, we recommend to the Manitoba Board that bankrupt stocks be disposed of by means of trade sales, if such could be brought about through the efforts of the board, together with the co-operation of retail merchants generally."

Tax on Mail Order Houses

C. F. Rannard, chairman, explained why the provincial board considered that the business of mail order houses should be taxed. They had figures which convinced all that there was inequality in the business tax being paid by country merchants, as compared with mail order houses. It was to correct this injustice that the R. M. A. board had worked unceasingly. It was moved by Mr. Iverach, of Isabella, and seconded by Mr. Smellie, of Russell, that we recommend to the Provincial Legislature that there be equalization in taxation, in providing additional revenue for the Province, and that all distributors of merchandise, including mail order houses, be placed upon a fair and proper basis of taxation, thus requiring each to contribute its fair and proper proportion of the tax levied for doing business.

MOFFAT'S STOVES IN WEST

Wood, Vallance, Ltd., wholesale iron and hardware dealers, Winnipeg, have taken over the exclusive agency for Moffat's coal and wood ranges, stoves and heaters for the provinces of Ontario (west of Fort William), Manitoba and Saskatchewan. The new stove department is in charge of W. E. Davison, who was formerly with the Moffat Stove Company, of Winnipeg. Wood, Vallance, Ltd., are carrying a complete stock of Moffat stoves at their Winnipeg warehouse as well as a large stock of repairs. Special attention is being paid by their travelers to heating stoves for next Fall's trade.

DAYLIGHT SAVING IN MANITOBA

That the daylight saving scheme found favor with the retail merchants of Winnipeg was very evident, judging by the enthusiastic manner in which the bill was endorsed by the Retail Merchants' Association, at the regular monthly meeting in the Industrial Bureau, on Wednesday 23rd of February. A resolution was passed pledging the support of the association towards the carrying out of this project, and a committee composed of J. A. Banfield and George W. Markle was appointed to represent the association and co-operate with other bodies in bringing the daylight saving scheme into effect.

Brushes and Brooms

Bearing This Mark

are absolutely guaranteed, and if found defective, may be returned and will be replaced entirely at our expense. The dealer cannot lose on Boeckh's Guaranteed Brushes and Brooms and besides your customer is assured of getting satisfaction.



The Boeckh Bros. Company, Ltd.

Toronto, Canada

A New Overcoat Free

Remember

MURESCO

is the best wall finish and will cover more, pound for pound, than any similar preparation.

As MURESCO is as near to perfection as it is possible to make a wall finish, and as it is now the most popular for wall and ceiling decoration, we thought it deserved a new overcoat.

From now on MURESCO will be packed in a square carton and wrapped in nice bright paper. It looks fine in its new coat, and although it costs more for this package, we are making no advance in the price.

BENJAMIN MOORE & CO., LIMITED

Manufacturers of

PAINTS VARNISHES and MURESCO

Toronto

BUSINESS CHANGES

Saskatchewan

Kamsack—Parliament & Walls, hardware, succeeded by Wm. Carment & Son.

Wakaw—Johanseik & Chevalier, hardware, dissolved. J. F. Johanseik continues.

Cupar—Meldrum-Ellis-Sheppard Co., hardware, sold to Hespeth & Co.

Edmonton—Edmonton Hardware Co., commenced.

Forget—Sarah E. Dahlquist, hardware, sold to Forget Implement Co.

Howell—L. A. Lafreniere & Son, hardware and implements, succeeded by L. Normand.

Pangman—Bean & Diemert, hardware and implements, succeeded by E. W. Bean.

Manitoba

Winnipeg—Sterling Cutlery Co., commenced.

Rosebank—James W. Tooke, hardware, sold to T. Dennison.

Ninga—Arthur Regier, hardware, succeeded by R. L. Mitchell.

Moore Park—J. H. Creighton, hardware, sold to G. Gordon Cram.

Elgin—W. T. Draper, hardware, sold to Ross & Smilie.

Napinka—Napinka Hardware Co., succeeded by F. S. Morris.

Ontario

Dunnville—Haney & Pringle, stoves and tinware, dissolved, A. H. Pringle retiring.

McGregor—P. L. Souigny, hardware, sold to Felix Meloche.

Toronto—C. D. Cutts, hardware, succeeded by R. R. Woods.

Toronto—Thos. Crooks, Jr., hardware, sold to Ingram & McMaster.

Quebec

Montreal—A. Bray & Fils, hardware, paints, etc., has been registered.

St. Hyacinthe—Jos. Leduc & Co., tinsmiths and plumbers, registered.

Inyon—G. T. Mohr, hardware, succeeded by Inyon Hardware Co.

Ayer's Cliff—Hale & Rawlins, tinsmiths, dissolved. A. E. Rawlins continues.

New Brunswick

Hartland—Z. Orser, hardware, succeeded by C. Roy DeWitt.

Canadian Trade Notes

Precision Tool & Machine Co., Ltd., Montreal, with a capital of \$50,000, has been incorporated to make machinery and hardware, particularly gauges, tools, arms and munitions of war.

The Perkins Glue Co., Ltd., Hamilton, has been incorporated with a capital of \$40,000, to make and deal in glue and in adhesive appliances.

The Canadian Cartridge Co., Ltd., Toronto, with a capital of \$750,000, has been incorporated.

The Metropolitan Glass Co., Ltd., Toronto, has been incorporated with a capital of \$40,000, to make and deal in plate glass and mirrors.

Mr. Evans, head of the firm of Evans & Co., hardware and crockery dealers, Halifax, N.S., died recently.

Fire in the business section of Merlin, Ont., damaged W. A. Barr & Co.'s hardware store.

Geo. E. Smith, of George E. Smith & Co., wholesale and retail hardware dealers, Halifax, N.S., is dead.

Wm. Rennie & Co.'s wholesale seed warehouse, at Toronto, was damaged by fire recently.

Mander Bros., makers of paints and varnishes, have been registered at Montreal.

The Chalmers Motor Co., Detroit, Mich., have organized a Canadian company with a capital of \$1,000,000, and will locate at Windsor, Ont.

The Brunswick-Balke-Collander Co., makers of billiard supplies, are entering the general sporting goods business.

J. Corrigan, secretary-treasurer of Lowe Bros., paint makers, Dayton, Ohio, paid a visit to the Toronto plant of the company recently.

The Wilson Scale & Machinery Corporation, Ltd., Toronto, has been incorporated with a capital of \$100,000.

The Utility Electric Mfg. Co., Ltd., London, Ont., with a capital of \$40,000, has an Ontario charter to make and sell electric stoves, ranges and goods. R. J. Gracey and John Sussex, of London, are interested.

The Excelsior Charcoal Co., Ltd., Montreal, has been incorporated with a capital of \$100,000.

J. E. Edwards & Sons, Toronto, makers of harness and leather goods, have incorporated their business as a limited liability company with a capital of \$150,000.

The Phoenix Iron Works, Ltd., Vancouver, has been incorporated, as also has the Kitselas Mountain Copper Co., Ltd., of Prince Rupert, B.C.

A. Kilburn has sold his hardware business at Birnie, Man., to Victor Wilson.

E. J. Hunter, hardware dealer, at Carnduff, Sask., is dead.

Burtin & Joslin, hardware dealers, at Fairlight, Sask., have dissolved. W. J. Burton is continuing.

C. G. Rebstock & Son, hardware and implement dealers, have removed from Halbrite to Verwood, Sask.

W. F. Anderson's hardware store, at Swanson, Sask., was damaged by fire recently.

The Wetmore Hardware Co., at Swift Current, Sask., has been incorporated.

The Watrous (Sask.) Hardware Co., has discontinued business.

McPherson & Anderson's hardware store, at McCreary, Man., was damaged by fire recently.

Fire in the business section of Bowden, Alta., damaged the Barclay Hardware and Christie & Bernard's hardware stores.

The Volt Electric Co., Toronto, have removed from 43 Brittain Street to 59 Queen Street East. In their new quarters the firm will have much more room, will be able to carry a greater stock, and consequently be able to look after their customers' interests to better advantage.

AWNINGS AND CAMP EQUIPMENT

Through some oversight, Smart-Woods, Ltd., Ottawa, Ont., was omitted from the directory in our last number under the headings awnings, pack sacks, camp equipment, etc.

BB

BB

Fortified Four-Square

Because—BRANDRAM'S B.B. GENUINE
WHITE LEAD preserves buildings from all
deterioration through

CLIMATE, Moisture and drought
TEMPERATURE, Degrees of heat and cold
INSECT LIFE and
THE RAVAGES OF TIME.

And on account of

THE UNIFORMITY of its quality
THE UNIVERSALITY of its reputation
THE STABILITY of its sales
THE MODERNITY of its advertising

the dealer in BRANDRAM'S B.B. GENU-
INE WHITE LEAD is strongly entrenched
against serious competition in handling this
White Lead.

BB

BRANDRAM-HENDERSON
LIMITED

Montreal

Halifax

St. John

Toronto

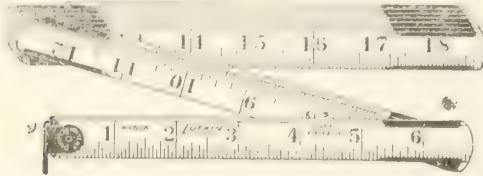
Winnipeg

BB

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware Journal

The Lufkin Rule Co. of Canada, Ltd., Windsor, Ont., have brought out a hook attachment for spring joint wood rules, which is said to be just the thing for taking measurements out of arm's reach, and handy for taking almost any measurement. It is a small substantial hook fitted to the first end of spring joint rules, so attached that with but a twist of the finger will fold up and remain flush with the edge of the rule, making it in ap-



pearance and for use same as ordinary rules without hook. Zero point falls at inside of hook when open, at extreme end of rule, same as common rules, when hook is closed.

Manufacturers' Helps for Retailers

When writing to advertisers kindly mention the
Canadian Hardware Journal

The Boeckh Bros. Co., Ltd., Toronto, have issued to the trade a catalogue covering all lines of brushes, brooms, etc., manufactured by them. This catalogue is very complete, giving accurate descriptions, measurements as regards the width of brush and length of bristles, etc., a feature which makes it decidedly easy for the dealer to order by mail, and, in addition to this it means security, as the goods supplied are always kept up to the standard and are not varied according to market conditions to avoid the altering of prices.

The McFarlane Ladder Works, Toronto, have issued their catalogue "A," devoted to a description of their folding lawn chairs, hammock chairs, lawn settees, camp stools, camp cots.

MARKET FOR LOCKS IN SOUTH AFRICA

A market for Canadian-made locks is said to exist in South Africa, according to a report received from Canadian Trade Commissioner W. J. Egan by the Department of Trade and Commerce, Ottawa. At present a number of U. S. building, cabinet, lever and padlocks are sold, but inquiry is made if these can be had of Canadian manufacture.

ARE YOU MAKING MONEY?

Under the title "Are You Making or Losing Money?" the Canadian Credit Men's Association issued and distributed a booklet to every merchant in Western Canada. As its name indicates, it is a business text book, the booklet itself and the forms being prepared by Fred W. Lambert, official auditor of the Manitoba R. M. A. It is a splendid little booklet—simple and

direct, and covering the bookkeeping end of business from the commencement of a man's entering on a business career on his own account.

REMINGTON ARMS UNION METALLIC

The Remington Arms works, at Ilion, N.Y.; the Remington Arms & Ammunition works and the U. M. C. cartridge works, at Bridgeport, Conn.; the Remington-U.M.C. cartridge works, at Windsor, Ont.; the Remington-U.M.C. cartridge works at Brimsdown (near London, England), and the plant formerly operated by the Robin Hood Ammunition Co., at Swanton, Vermont, purchased by the Remington-U.M.C. Co., in June, 1915, were amalgamated into one corporate company under the name of "The Remington Arms Union Metallic Cartridge Co.," and incorporation papers were filed under the laws of the State of Connecticut, on Jan. 15, this year. The capital stock is \$60,000,000, divided into 1,200,000 shares, with a par value of \$50 each. Of this, \$20,000,000 is preferred stock, paying cumulative dividends of 7 p.c., and \$40,000,000 is common stock.

The new corporation will continue to operate all of the above named plants. The officers of the company are: M. H. Dodge, president; S. F. Pryor, 1st vice-president; C. L. Reiersen, vice-president; C. C. Tyler, vice-president; I. S. Betts, vice-president; George Bingham, secretary and treasurer.

The general offices of the company will continue to occupy the 26th floor of the Woolworth Building, 333 Broadway, New York City. In addition to the officers above mentioned the personnel of the executive force is: A. F. Hebard, general sales manager; H. J. Strugnell, assistant general sales manager; C. W. Many, assistant treasurer; R. H. Meyerhoff, general purchasing agent; T. L. Briggs, advertising manager. Mr. Betts continues also to act as general export manager with Mr. Carroll Stevenson assistant export manager.

NEW CATALOGUE OF BOMMER SPRING HINGES

Bommer Brothers, Brooklyn, N.Y., recently sent to the trade their new catalogue No. 39, illustrating their well known line of Bommer spring hinges. The catalogue is beautifully gotten up, is comprehensive, and exceptionally practical; it embodies figured working drawings and dimension tables of their goods, and is replete with information of value to all hardware clerks and salesmen, as well as to all users of spring hinges. Dealers who have not received a copy will receive one on request.

NEW 100 TARGET PACKAGE

Targets in kegs of 100, and in an easy-to-handle, substantial package that permits of practically no breakage of targets, is the latest package for targets for Du Pont handtrap users. With this it will now be easier to complete the equipment necessary for the afternoon's sport with the trap. It takes little room in automobile, carriage or launch, and can be bought from any dealer selling targets. One of the largest manufacturers is already packing targets 100 to the keg, others will likely follow, and targets in packages or kegs of 100 can now be obtained from any dealer in targets.

FOR SALE—HARDWARE, IMPLEMENT AND TINSMITHING business in central British Columbia. Five to twelve thousand dollars will handle. Good reasons for selling. Box 200, CANADIAN HARDWARE JOURNAL. MA

WAR'S EFFECT ON STEEL TRADE

John McCullough, manager of sales for Canada of The Brier Hill Steel Co., of Youngstown, Ohio, is in receipt of a concise statement of deductions drawn by the most eminent statisticians in the iron and steel industry, in reference to the future of the trade. As the present world war has so enormously changed the entire aspect of the business these deductions will be read with interest.

The present world shortage of iron and its products is upwards of 70,000,000 tons.

Fifty-five per cent. of the world's productive capacity of iron and steel is embraced within the territory of the warring nations.

The operation of the law of supply and demand will soon create a condition in this industry where the buyers through competitive bidding will establish a price-level far higher than now prevailing.

For two or more years after the ratification of a treaty of peace between the allies and central powers, the imports of the present warring nations will largely exceed their exports.

The annihilation of iron and steel through war alone is at the rate of ten million tons annually. The productive capacity of the United States at its best cannot supply one-half of the deficiency for the next three years.

Every pound of metal that either Germany or England can produce will be required within its own territory for the supply of its transportation systems and its industrial arts. Germany for three years after the war has terminated will find its productive capacity inadequate to meet the demands of the people of that country and of Austria, its neighbor.

The shelves of the world are nearly bare of hardware and the world's warehouse empty.

The world at large, outside of the United States and the warring nations, has produced no metals in the last sixteen months. Their supplies are exhausted and their source of renewal is closed.

The longer the war continues, the higher the price of iron products will eventually go.

England, Germany, and Austria will, necessarily, in two years immediately succeeding the war, import more steel than they export. The United States must, therefore, prepare to supply the demands of the world, whose stocks of iron and steel are depleted through sixteen months or more of use and sale without the purchase of one pound of industrial supply during that period. At the same time the United States must produce at least thirty million tons for home consumption. If the writer were the individual owner of a steel plant, and guided only by business instinct, he would store production and borrow money on warehouse receipts. Iron is

either a prince or a pauper. Cotton or corn may both claim kingly lineage, but iron will soon be recognized as at least a prince of the blood, and heir apparent to the throne.—Hamilton, Ont., Times.

U. S. IRON TRADE ADVANCES

The Iron Trade Review, in its last issue, says: The effect of a horizontal boost of \$5 a ton in the prices of major steel products, announced last Friday, has been much less startling than would be the case in a market unaccustomed to the pyrotechnics of a war boom. The new quotations, which are for future delivery at the convenience of the mill, bring plates up to 2.35c and shapes and bars to 2.25c, Pittsburg. These figures are within easy hailing distance of those marking the summit of the abrupt rise that placed the year 1899 in a class by itself in the history of the American iron and steel trade.

In addition to plates, shapes and bars, other products have been advanced sharply within the past few days. Structural rivets have gone up to 3c, Pittsburg, and boiler rivets to 3.10c. Light rails have been advanced \$3 a ton, to 1.85c, Pittsburg, covering a range of sizes between 25 and 45 pounds per yard. Track bolts which were 2.50c are now 3.25c, Pittsburg, and spikes have been advanced \$3 a ton to 2.50c, Pittsburg. Hoops and bands advanced \$5, in sympathy with bars. Warehouse prices took a similar course. No. 28 black sheets are now 2.60c, Pittsburg, minimum. Spiegeleisen has jumped to \$50 at furnace. Nuts and bolts have gone up 10 per cent.

MARKET NOTES

Prices of wire products in the United States again moved up last month, \$2 being the quotation, the highest in 15 years.

White lead made an additional advance of 25 cents during the later days of February. All ready-mixed paints advanced on Feb. 15.

AMMUNITION GOES UP IN SMOKE

Ten thousand rounds of sportsmen's ammunition were exploded by a fire in McPherson & Anderson's hardware store, at Brandon, Man., recently, and before it was extinguished caused damage estimated at \$30,000. The hardware store was destroyed and the flames spread to and consumed A. F. Innis' livery barn, J. McGillivray's store, the post office, and the telephone exchange. At James Riddem's store the blaze was checked by a bucket brigade.

**RED
S
BRAND
WINDOW
GLASS**



**GLASS
BENDERS
TO
THE
TRADE**

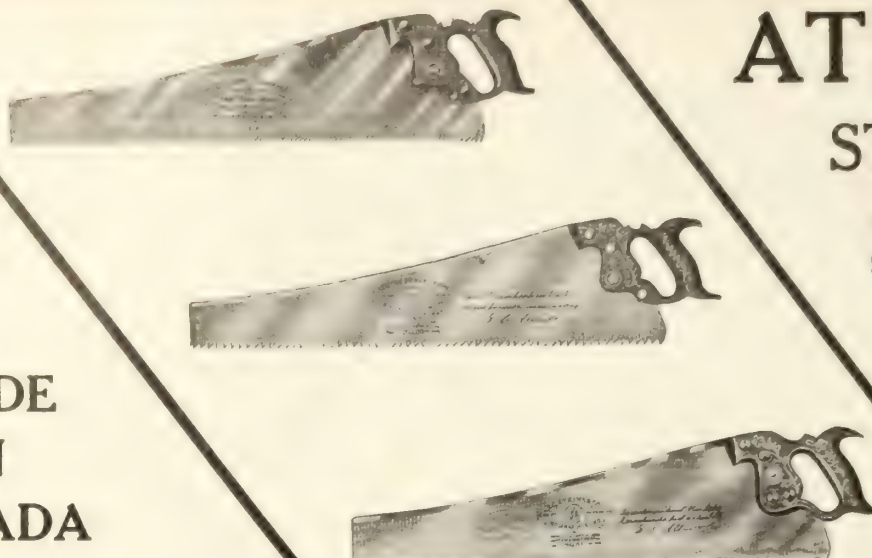
THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

**Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass**

TORONTO

MADE
IN
CANADA



ATKINS
STERLING
SAWS

Guaranteed to give perfect satisfaction—or "your money back." The most profitable Saws in the world. Insure your Saw business by selling Saws which give satisfaction. The most liberal selling and advertising helps are yours for the asking.

Write for our booklet "Pointers on Selling Saws." It's free. Send for our Saw Proposition "C. H. J." Write to the nearest address below.

Factory:
HAMILTON, ONT.

E. C. ATKINS & CO.

Vancouver Branch:
109 POWELL STREET

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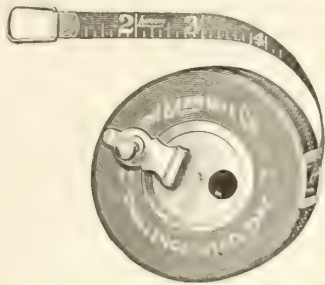
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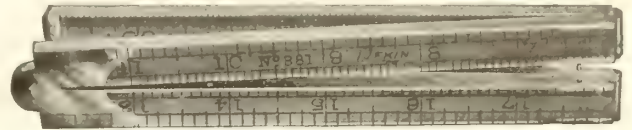
LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

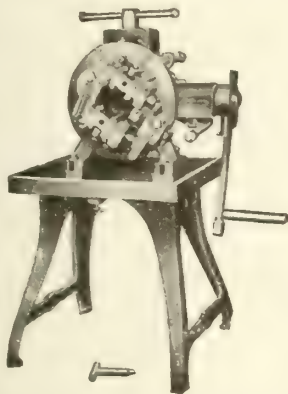
Back of that are these causes—*The quality put into the goods—The reputation they bear among users.* But, the thing that most deserves your attention as a dealer is this fact—**THEY WILL MOVE.** *Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules.* More of them are in use than any other make.

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT



No. O O. Hand or Power

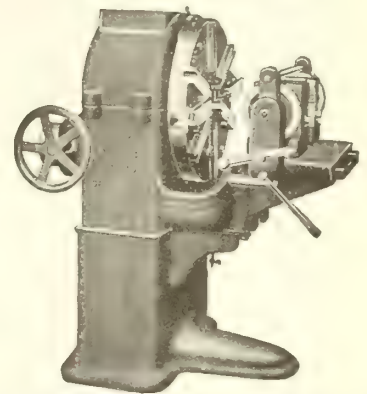


**ARMSTRONG
PIPE THREADING
AND CUTTING OFF MACHINES**
ARE PROFITABLE FOR FITTERS TO USE
PORTABLE STRONG LABOR SAVERS
MADE OF THE BEST MATERIAL

MANUFACTURED BY
THE ARMSTRONG M'F'G. CO.

333 KNOWLTON ST.
BRIDGEPORT - CONN.
CATALOGUE MAILED UPON REQUEST

No. 3. Power Only



Builders' Supply and Hardware
Dealers can obtain their supply of

Creosote Shingle Stain

and

Black Liquid Mortar Color

from

MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the
Dominion. To dealers only.



Step Ladders, Ladder
Chairs, Lace Curtain
Stretchers, Ironing
Boards, Tub Stands,
Folding Beds, Chairs,
Tables for Camps, Per-
forated Chair Sets.

You will save money by
learning our prices before
placing your Order.

Otterville Mfg. Co., Limited
Otterville, Ont.



BATH ROOM FITTINGS

That you will be proud of

Write for our
latest prices

These are
MADE IN CANADA
by

Kinzinger, Bruce & Co.
NIAGARA FALLS, ONT. Ltd.

Chancellor Oil Combination a splendid Gurney-Oxford achievement

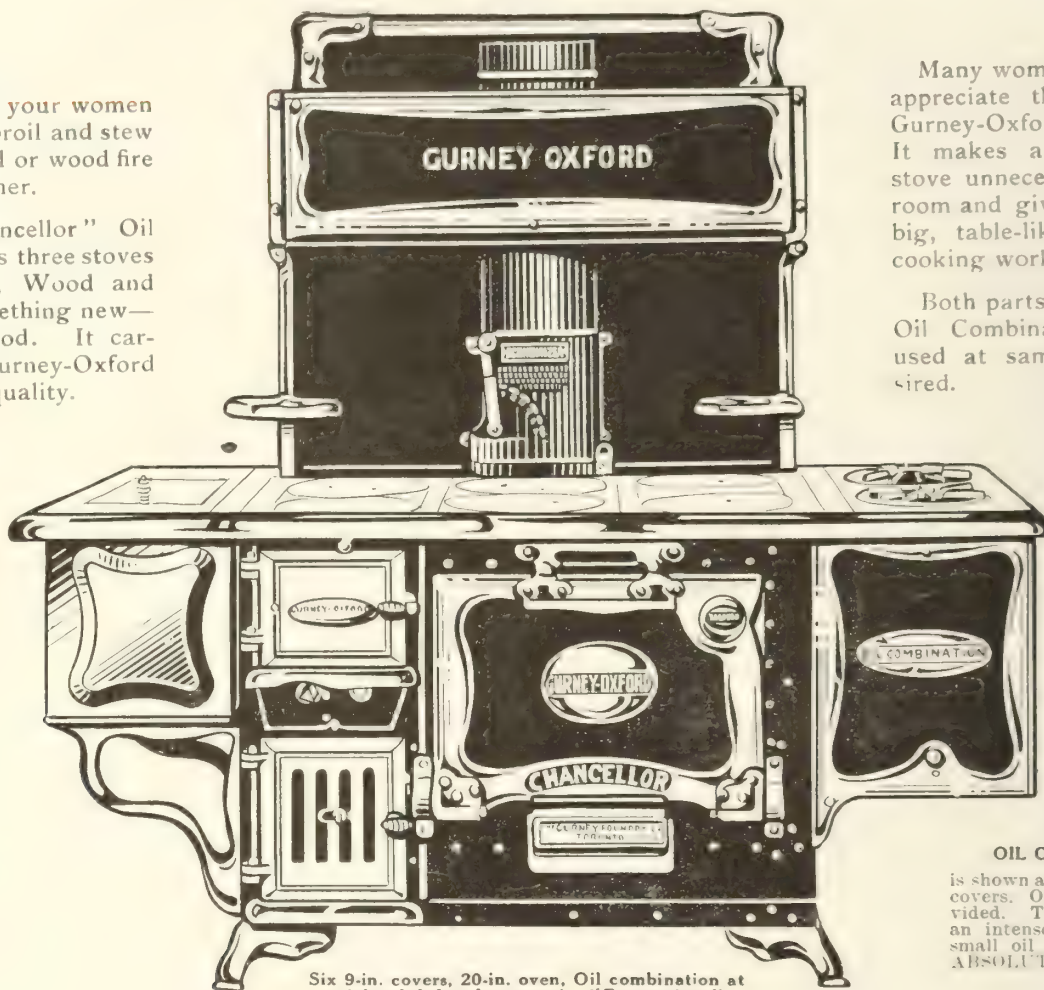
Here's the one big advance made in range construction in the last 20 years. Something that is needed in every home where gas is not available for summer cooking.

No need for your women customers to broil and stew over a hot coal or wood fire in warm weather.

The "Chancellor" Oil Combination is three stoves in one—Coal, Wood and Oil. It's something new—something good. It carries the big Gurney-Oxford guarantee of quality.

Many women will greatly appreciate this handsome Gurney-Oxford innovation. It makes a separate oil stove unnecessary. Saves room and gives a splendid, big, table-like surface for cooking work.

Both parts of Chancellor Oil Combination can be used at same time if desired.



Can be sold at an attractive price.

Six 9-in. covers, 20-in. oven, Oil combination at right, left-hand reservoir, "Economizer" and warming closet as shown above.

OIL COMBINATION
is shown above. Two cooking covers. Oven can also be provided. This Oil Stove gives an intense heat on a very small oil allowance, and is ABSOLUTELY ODORLESS.

Be the first in your neighborhood to show this exclusive Gurney-Oxford "Chancellor Oil Combination." It will make a hit with every woman who sees it.

FOR ATTRACTIVE SPRING 1916 PROPOSITION WRITE

Gurney Foundry Company, Limited, Toronto

(Also at Montreal, Hamilton, Winnipeg, Calgary, Edmonton, Vancouver)

**Gurney-Oxford leadership means prestige
and bigger sales for our dealers**

CANADIAN HARDWARE JOURNAL

Circulates
in every
Canadian
Province

Covers the
Stove and Heating
Metal Working
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne St., Toronto



The Sign of Sportsmen's Headquarters and the Dealers Who Feature It

With thousands of sportsmen, hunters and trap shooters using Remington UMC now, it is becoming easier every day for dealers throughout the country to specialize on Remington UMC Arms and Ammunition.

Every year more dealers are lining up with the trend of the best trade—putting more and more emphasis on Remington UMC, and placing themselves in position to get the cream of the business in their communities.

The **Red Ball Mark of Remington UMC** is known from coast to coast. It has come to be accepted as the sure Sign of Sportsmen's Headquarters in every town, and carries with it all the prestige accorded to Remington UMC by the shooting public.

The Red Ball Mark of Remington UMC made up in a number of attractive displays—Window Transparencies—Outdoor Signs—Counter Signs—one or all furnished **free on application**.

Write us what displays you need, and we will supply them at once.

It is a good idea to get the signs up in advance of the season—and to **keep** them up, if only as a means of showing your customers that you are ready!

REMINGTON ARMS UNION METALLIC CARTRIDGE COMPANY

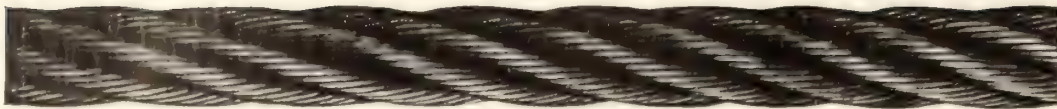
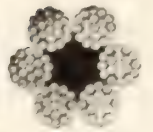
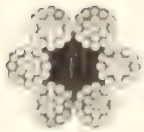
(Contractors to the British Imperial and Colonial Governments)

WINDSOR, ONTARIO

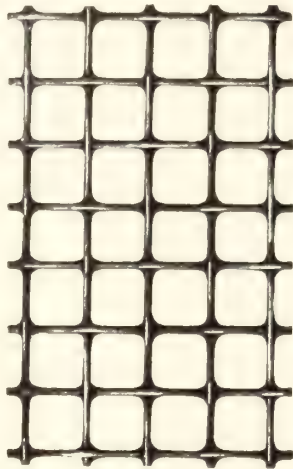
London, England

Jobbers Everywhere

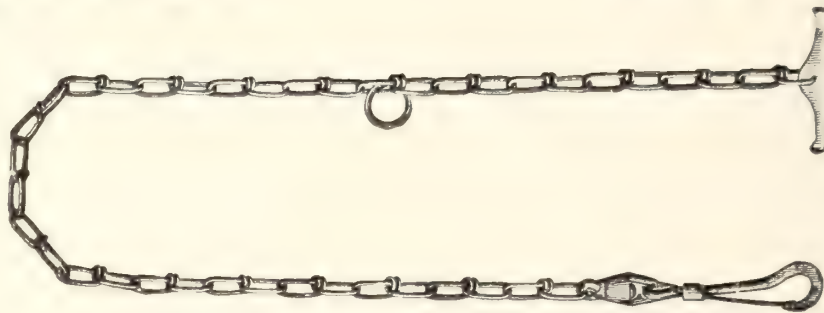
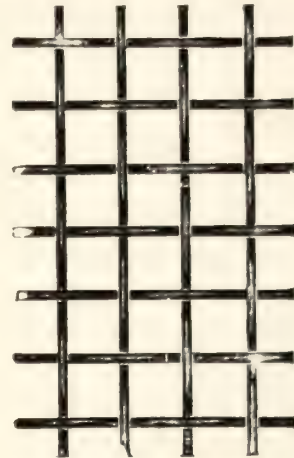
New York, U.S.A.



Regalvanized Cloth

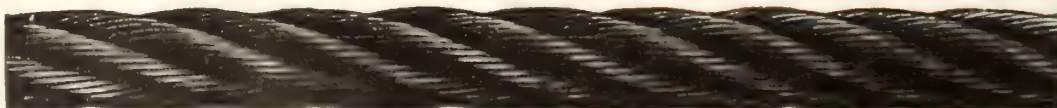
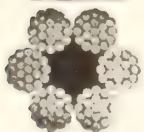


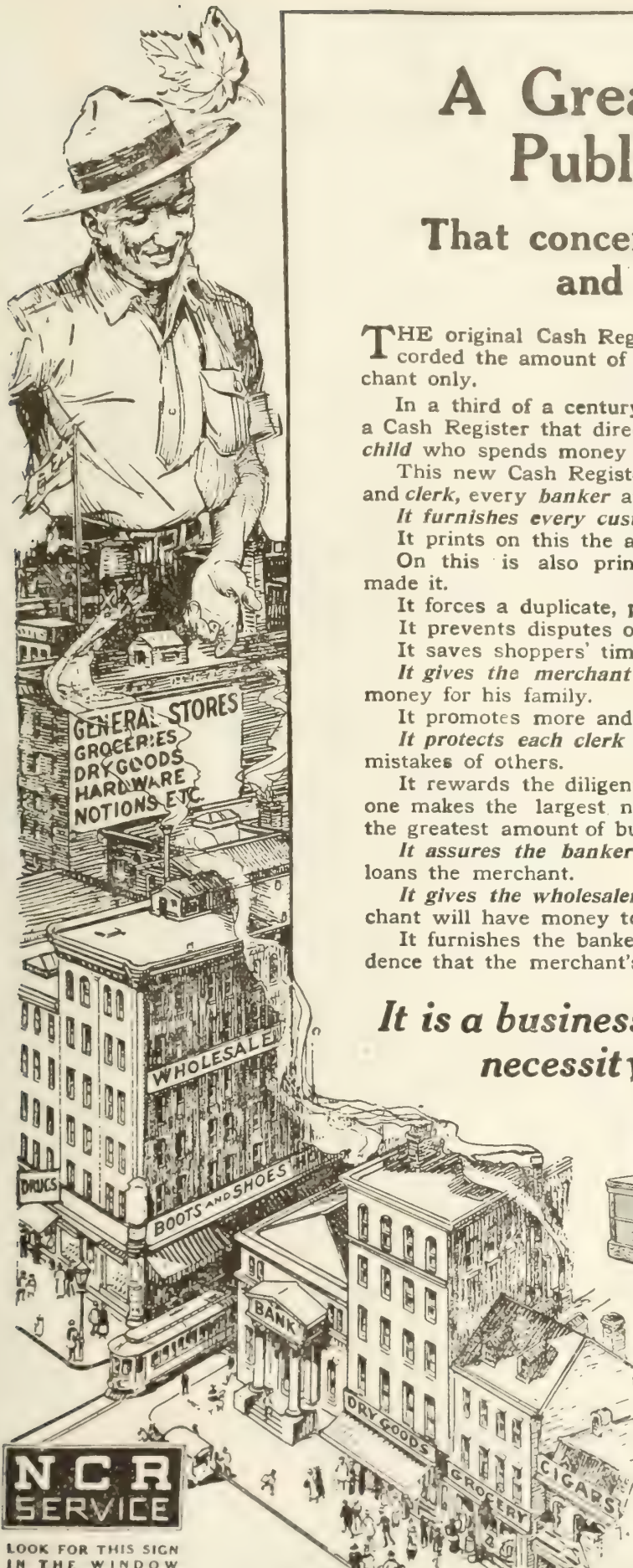
Sand Screen Cloth



Tie Out Chains

Dog Chains





A Great National Public Utility

That concerns all merchants
and all people

THE original Cash Register rang a bell, indicated and recorded the amount of the purchase. It benefited the merchant only.

In a third of a century this old model has developed into a Cash Register that directly benefits every *man, woman, and child* who spends money in a store.

This new Cash Register equally concerns every *merchant and clerk, every banker and wholesaler* in this land.

It furnishes every customer with a receipt or sales-slip.

It prints on this the amount paid or charged.

On this is also printed the date of the sale and who made it.

It forces a duplicate, printed record for the merchant.

It prevents disputes over charges and bills paid.

It saves shoppers' time.

It gives the merchant all his profits. *It gives him more money* for his family.

It promotes more and quicker sales.

It protects each clerk against making errors and against the mistakes of others.

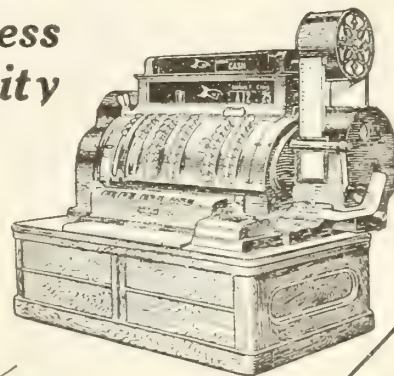
It rewards the diligent clerk by telling his employer which one makes the largest number of sales and which one gets the greatest amount of business.

It assures the banker additional security for the money he loans the merchant.

It gives the wholesaler additional assurance that the merchant will have money to pay his bills.

It furnishes the banker and the wholesaler mechanical evidence that the merchant's statement of his business is correct.

*It is a business
necessity*



Merchants!

We have new 1916 models that give this perfect service.

Write us today or see our agent in your city and learn how you can secure one of these public service machines.

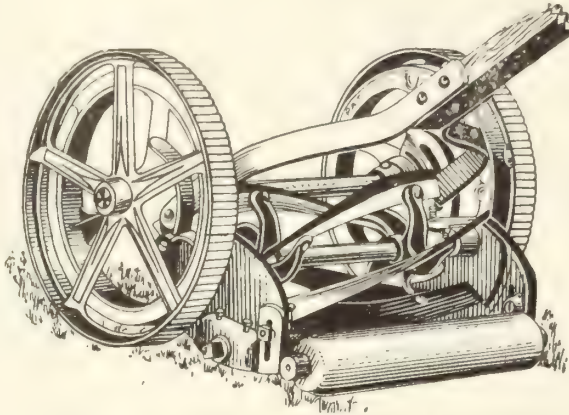
Liberal allowances will be made for old National Cash Registers that were good in their day, but do not so completely protect you or give the valuable service our 1916 models do. Address Dept. R2.

The National Cash Register Company
TORONTO, CANADA

Not long until the Grass Grows

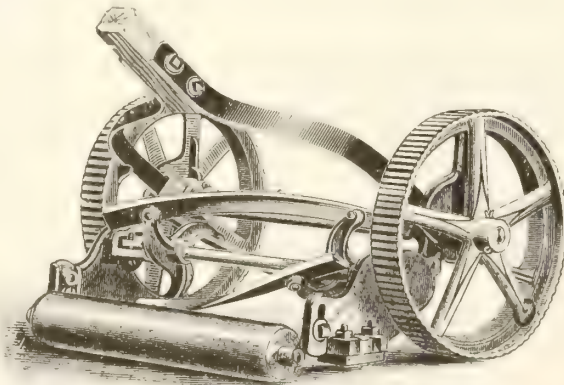
Taylor-Forbes

Prices are lower than those of imported makes.
Quality is better than that of imported makes.
Then why import Lawn Mowers?



"Woodyatt" Lawn Mower

Open four and five-knife cylinder. Tool steel knives, oil-tempered. Bearings are extra long and adjustable. Best quality material used throughout its construction. Made with grass-box attachment. This mower has been on the market longer than any other high-grade mower in the world.



"Star" Lawn Mower

Cast steel knives, oil-tempered. Adjustable half-box bearings on cylinder shaft. Adjustable bottom knife. Wood rollers of hard maple. Three and four-knife cylinder, 9 inch wheels. Same high-grade steel used in this mower as in the Woodyatt.

*These are the best
Lawn Mowers:*

"Empress" "Woodyatt"
"Daisy" "Star"
"Philadelphia"
"Mayflower" and "Ontario"

"Ontario"

The "Ontario" Lawn Mower is especially adapted for bowling greens, and is used by over 80 per cent. of them in Canada—and is the favored machine of bowlers in England.

*Our Guarantee protects you
and protects your customers*

**We give the following guarantee
with every T-F. Lawn Mower**

If for any reason, at any time within one year from date of purchase, the Taylor-Forbes purchaser is not completely satisfied, we insist on giving him a new machine or refunding his money.

If your Jobber cannot supply you, write us direct for prices

Taylor-Forbes Company, Limited

Taylor-Forbes Co., 246 Craig St. W., Montreal
H. G. Rogers, 147 Prince William Street
St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
Guelph, Ont.

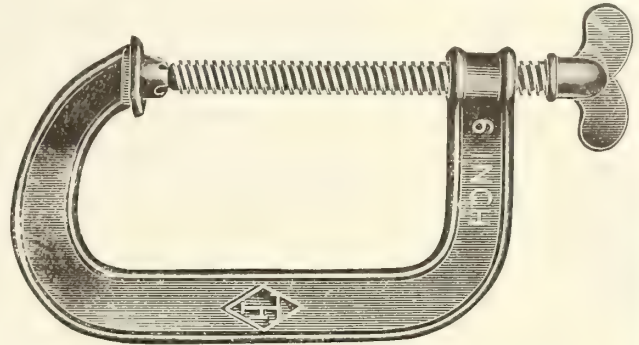
Taylor-Forbes Co., Ltd. 1070 Homer St.
Vancouver.
H. F. Moulden & Son, Travelers Building
Winnipeg.



Implement bracket
No. 29—Japanned.

Largest Manufacturers of Hardware in Canada

You can help Canada grow by patronizing all Canadian manufacturers who make good goods at the right prices. We have the plant, the workmen, and every modern piece of equipment needed to produce the best of goods at the lowest prices, consistent with high quality. T-F. goods have stood every test for over forty years. Demand this profitable line from your jobber.



"Builder's Boat Clamp"

Made of both cast iron and malleable frame with steel screw.

*Here's the Tree Pruners you should have.
They are made in Canada.*

"Woodyatt" "Kansas"
"Taylor Improved" "Orchard King"
"Detroit" "Happy Thought"

Write for Illustrated Booklet

Reliable Best quality, reasonable prices, and good service are the factors that have made it possible for us to become the largest manufacturers of Hardware in Canada. You can depend upon T-F. goods being right.

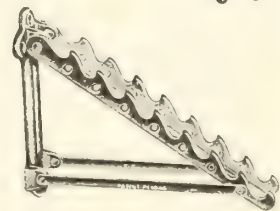
Profitable Taylor-Forbes lines are well-known as standard goods. They carry a substantial profit that comes from economical manufacturing and increased sales.



Orchard King Tree Pruner
Compound Lever

**Tool
Display
Bracket
No. 31**

Japanned



Can be used at any angle by simply changing two bolts, and when not in use closes up out of the way. Arms are made of malleable iron, braces of steel, and back plate of grey iron. No Hardwareman should be without these.

If your Jobber cannot Supply you, write us direct for prices

Taylor-Forbes Company, Limited

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 147 Prince William Street,
St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
Guelph, Ont.

Taylor-Forbes Co., Ltd., 1070 Homer Street,
Vancouver.
H. F. Moulden & Son, Travelers' Building,
Winnipeg.

The only Freezer on the Market

MADE IN CANADA

In choosing a first-class Freezer to manufacture in Canada for the Canadian trade we decided on the Peerless Freezer as being the fastest Freezer, the most economical, simplest and the easiest turned.

These Freezers will cost you less money than imported ones of equal merit, finish and quality, and every Peerless Freezer you buy is helping to fill the dinner pail of Canadian workmen employed in their manufacture and of increasing the volume of trade at home, rather than of sending our Canadian money to a foreign country.

We offer them to the Hardware Dealers of Canada on a basis that will yield a round profit of 50 per cent.

Booklets with prices and description of technical features of the Peerless on request.

Manufactured and sold for 40 years in U.S.A.

Manufactured and sold in Canada, backed by our full guarantee of satisfactory performance and quality of material and labor for one year without a complaint from any source or any cause.

Order from your jobber or direct

The "Peerless"



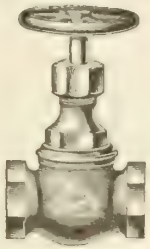
We also Manufacture :

Washboards (made in 13 styles.)
Wooden Pails. Wooden Wash Tubs.
Bake Boards. Bread Plates. Mops.
Egg Crates. Clothes Pins.

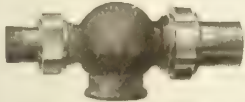
and other specialties.

The William Cane & Sons Co., Limited

Newmarket, Canada



J.M.T. globe valve.
Renewable disc.



Gem ejector
For lifting liquids by
steam pressure.



J.M.T. gate valve.



Knickerbocker gen-
erator, for increas-
ing efficiency of
hot water heating
systems.



Beaver safety valve,
brass. Working
pressure 200 lbs.
per square inch.



Beaver valves, iron
or semi-steel body,
bronze mounted.
In sizes 2 1/2 in. to
10 in. stop, adjust-
able check, non-re-
turn angle, Globe
or cross valve pat-
tern. Working
pressure 250 lbs.
per square inch.



STACK GAS
WATER HEATERS
GIVE HOT WATER
AT THE TAP ONE
MINUTE AFTER
THEY ARE LIT.
Possibility of sediment
lodging in heater and
forming a "coating"
between heat and the
water is entirely elim-
inated in the "Stack."
The heated water is kept
rapidly moving, prevent-
ing possibility of stop-
page.



Morrison automatic
jet pit pump or
cellar drainer, for
draining wells, cel-
lars, tanks, etc.
Have been in use
for over three
years without re-
quiring the slight-
est attention.



J.M.T. injector. A
culmination in the
design and making
of injectors. The
improved type hav-
ing a full forty
pounds more field
than anything be-
fore produced and
giving absolute ser-
vice under vary-
ing conditions.

"QUALITY" STEAM AND WATER SPECIALTIES



QUALITY AND VALUE
THAT WILL MAKE YOUR
SALE OF STEAM AND
WATER SPECIALTIES
WHAT IT SHOULD BE.

First sales of Morrison's goods in-
variably result in steady demand.

Morrison Steam Goods have been
approved by the provincial boards
of steam boiler inspectors, and are
absolutely guaranteed.

**The James Morrison
Brass Mfg. Company, Ltd.**

93-97 Adelaide St. West, Toronto, Ont.



Model C Safety valve,
brass. Working
pressure 200 lbs.
per square inch.



J. M. T. reducing
valves, in sizes 1/2
in. to 6 in. WILL
NOT EQUALIZE.



Morrison pressure
gauges and record-
ing instruments,
for steam, water,
air, ammonia, etc.,
are of the highest
quality and utmost
reliability, and are
sold under a full
guarantee of satis-
faction.

"Made in Canada" Is Our Motto



You are absolutely safe in every way when purchasing

VENTIPLEX

Sweat Pads — Housings — Saddle Blankets. They are a well-manufactured and well-finished product, absolutely curing and preventing gall sores. Can be washed when soiled and will always retain their shape. We earnestly urge you to place your order now.

Handsome Window Sign on request, address Dept. D.

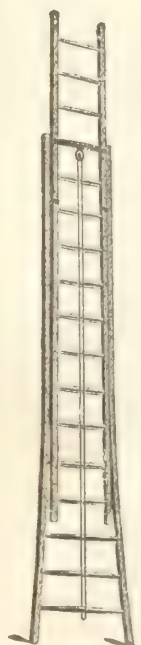
Burlington Windsor Blanket Co., Limited
793 King Street West, Toronto, Ontario

Spring Lines for Hardwaremen

We take great care in the selection of materials and in the manufacture of our goods, so that they are always of A1 quality and absolutely reliable. Give our lines a trial and they will prove that they are a good line to handle.

Ladders, Camp and Lawn Furnishings, Painters Trestles, Ironing and Bake Boards, Clothes Dryers, etc.

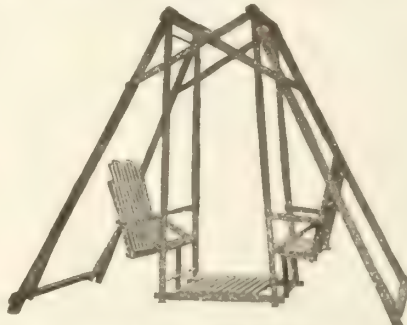
Ask for catalog No. 5. We supply all electros of all our lines. Use them in your Spring and Summer advertisements.



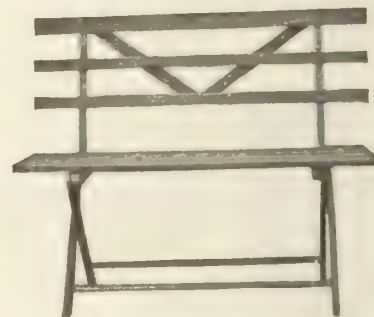
EXTENSION LADDER



HERULES



ONTARIO LAWN SWING



No. 0—GARDEN SEAT



No. 17—LAWN CHAIR

The Stratford Manufacturing Co., Limited, Stratford, Ontario

SELLING REPRESENTATIVES:

Roy E. Harris, Stratford; J. H. Hanson, 422-424 St. Paul Street, Montreal, Que.; The H. S. Mussett Co., 202 Donald Building, Winnipeg, Man.; Frederic Sara, 1309 12th St. West, Calgary, Alta.

The Good Old Spring is Here

WITH MORE BUSINESS FOR YOU

The snow is now gone and you'll be able to sell our No. 2 Buster Brown Interchangeable Wagon by the dozens. Built of oak, ash, maple, and elm, with substantial irons throughout.

By selling your customers our Buster Brown Wagons, you give them the very best satisfaction. They will stand all the wear and tear a boy can give them. Another feature is that they can be interchanged from wagons into sleighs for winter use.



*Write for Prices
and Booklet*

No 2

Luck is With the Heaviest Battalions

—said a famous General

Luck will be with the hardwareman who will be wise enough to have on hand a good supply of our Pet Child's Push or Pull Cart, to meet the Spring and Summer trade.

A radical departure from anything of this style ever placed on the market. Round steel axles, reinforced with wood. Wheels—hub of cast iron; spokes $\frac{5}{8}$ -in. round and driven; wooden rim $\frac{1}{2}$ -in. deep; $\frac{3}{4}$ x $\frac{1}{8}$ -in.

steel tire, shrunk on with hydraulic pressure. Handle bent and made of best hardwood with iron handhold. Runners can be supplied for winter use.

Write for Prices



**Woodstock Wagon
and Manufacturing
Co., Limited
WOODSTOCK, ONT.**

**Western Representatives: BISSETT & WEBB, LIMITED
151 Notre Dame Ave. East, Winnipeg, Man.**

"Reliability in Rubber"



RUBBER GOODS

FOR THE HARDWARE TRADE

We make Hose of all kinds,
Packings to suit every requirement,
Belting for all purposes,
Force Cups and Plumbers' Supplies,
Tubing, Valves, Valve Discs,
Wringer Rolls, Rubber Mats and Matting,
Stair Treads, Interlocking Rubber Tiling,
Automobile, Carriage and Truck Tires,
Etc., Etc.

SEND FOR CATALOGUE AND BOOKLETS

Gutta Percha & Rubber, Limited

TORONTO	MONTREAL	OTTAWA	FORT WILLIAM	WINNIPEG	REGINA
	SASKATOON	CALGARY	EDMONTON	VANCOUVER	

SYDNEY, MELBOURNE and PERTH, AUSTRALIA



Sell More Files

For many years we have advertised in every technical trade paper in Canada, educating manufacturers, superintendents, shop foremen and workmen to use more files.

We have demonstrated clearly that it is wasteful to continue using a file when it has reached its "inefficient point."

The result of this campaign has been a tremendous increase in the demand for files, particularly the Famous Five manufactured by us:

KEARNEY & FOOT GREAT WESTERN AMERICAN ARCADE GLOBE

(Made in Canada)

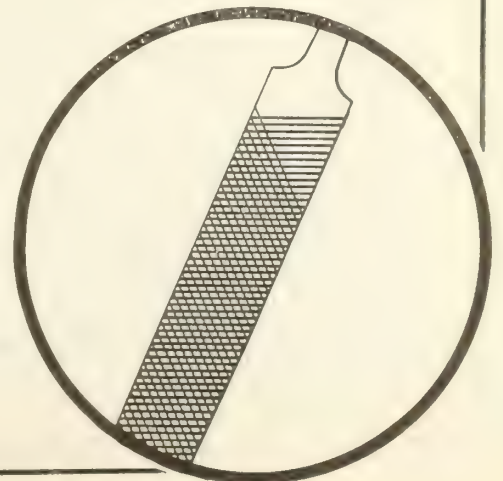
This increase is so great that to-day we supply 90 per cent. of the files sold in Canada. Last year we manufactured and sold 60,000,000 files. The dealers who sell the Famous Five turned over this business and made their profit from it.

How much of this business did you get? Did you do 90 per cent. of the file business in your locality? If you did not, you're likely missing business by not selling the Famous Five.

We have an interesting proposition to any dealer who wants to increase his file business. We will send him particulars of it if he will write for a copy of "File Philosophy" and our Trade Catalogue.

Nicholson File Company

Port Hope *Jobbers* Ontario
Everywhere





Put Your Store in Line for Bigger Profits from
TRAPSHOOTING

LAST year thousands of men and women joined trapshooting's ranks. These and thousands more this year will increase the demand for



SPORTING POWDERS

Tie your store to our trade-making advertising by specifying DUPONT DENSE or DUPONT BULK for trap loads,—the powders new shooters use because they are the champion's choice.

E. I. du Pont de Nemours & Co.

POWDER MAKERS SINCE 1802

Wilmington,

Del., U.S.A.

"TIGER" WHITE LEAD

The Lead With the Spread

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.

The Steel Company of Canada, Ltd.

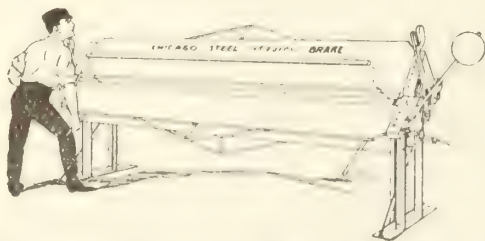
HAMILTON
VANCOUVER

MONTREAL
VICTORIA

TORONTO
HALIFAX

WINNIPEG
ST. JOHN

Bring Your Shop Up-to-date



Chicago Steel Bending Brake

Installed in your shop will increase its efficiency and raise the quality of its output. The large number of Chicago Steel Bending Brakes that are installed throughout the country is a testimonial to its worth.

If you are interested in a first-class Sheet Metal Bending Brake, write us.

*Attractive Catalogue and Price
List on Request*

The Steel Bending Brake Works
Chatham, Ontario
LIMITED

WE MAKE ONLY THE BEST

WIRE NAILS

IN STEEL HOOP KEG

WIRE BALE TIES

for baling hay and many other things

Fence and Poultry Netting Staples

WIRE

Bright, annealed, coppered stove pipe, liquor
finished, square, etc.

THE LAIDLAW BALE-TIE COMPANY
HAMILTON, ONT. Limited

A. T. Diggins, Stair Bldg., Toronto
Geo. W. Laidlaw
Vancouver, B.C.

H. E. O. Bull, Montreal
Harry F. Moulden
Winnipeg, Man.



PAINT and VARNISH BRUSHES

The Good Quality combined
with Low Price makes
them Quick Sellers

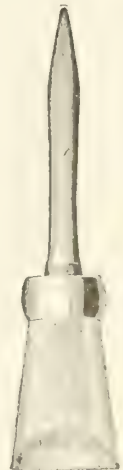
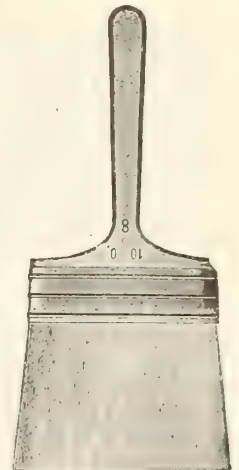
We manufacture scores of styles and qualities of Brushes for Paint, Varnish, Alabastine, White-wash, Art Work, Kalsomine, and Washing and Cleaning Brushes for Household, Factory, Office, Shop and Stable use.

Brooms of Hair, Bass, Steel Wire, Cane and Corn for all purposes. Dusters of Lamb's Wool, Down, Corn, Hair, Feathers and Fibre.

Door Mats: Alacante, Corn, Rush, Rattan, Reversible and Cocoa.

*Write for our New Illustrated
Catalog NOW*

It will give you an idea of the distinctive quality of our goods. We manufacture Paint and Varnish Brushes of every description.



Warehouses
London
Toronto
Winnipeg

Meakins & Sons
Limited
Hamilton Ontario

Meakins
Brush Co.
Limited
Montreal
Quebec

1,600 TONS BLACK STEEL SHEETS

94 Sizes

In our Stock to-day

MEANS AN EQUAL QUANTITY OF



Galvanized Steel Sheets

Fresh Clean Stock.

Available for Shipment

Of course it's better!

Are you in on it?

Dominion Sheet Metal Co.

Hamilton

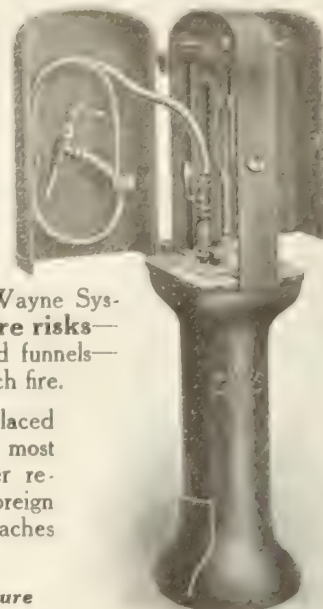
Limited

Canada

Wayne

The System You Should Have

Wayne Pumps are a guarantee against waste. They deliver the exact quantity desired and count each gallon as it is drawn.



When you install a Wayne System you **eliminate fire risks**—no dirty measures and funnels—nothing exposed to catch fire.

The storage tank is placed under ground where most convenient. The filter removes all water and foreign substance before it reaches the pump.

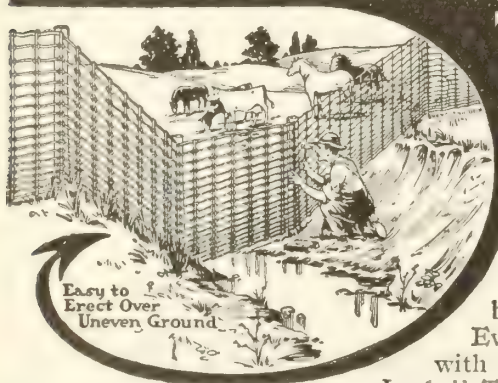
Write Us for Literature and Prices

Wayne Oil Tank & Pump Co., Limited

Woodstock Ontario

PEERLESS PERFECTION

THE FENCE THAT STAYS "PUT"



Easy to Erect Over Uneven Ground

PEEERLESS Perfection is one of the easiest fences to erect, because it stays "put." It can be erected over the most hilly and uneven ground, without buckling, snapping or kinking.

Every joint is locked together with the well-known "Peerless Lock."

The heavy stay wires we use prevent sagging and require only about half as many posts as other fences.

Peerless Farm Fence

is made of the best Open Hearth steel fence wire. All the impurities of the steel are burned out and all the strength and toughness left in. Makes the fence elastic and springy. It will not snap or break under sudden shocks or quick atmospheric changes. Our method of galvanizing prevents rust and the coating will not flake, peel or chip off.

Send for catalog. It also describes our farm gates, poultry fencing and ornamental fencing.

Agents nearly everywhere. Agents wanted in unassigned territory.

The Banwell-Hoxie Wire Fence Co., Ltd.
Winnipeg, Manitoba Hamilton, Ontario

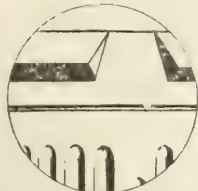


Send
Your
Want Ads
To
Canadian
Hardware
Journal



Get the Good Orders for Jobs Like This

Now is the time when farmers all over the country and home builders everywhere will be making definite response to the heavy Advertising of Pedlar's Roofing Materials for homes and farm buildings. Now is the time when the force of our sales-efforts will be bringing big, profitable orders to your store. Already the activities of the Spring building period are under way. How easily you, too, could share from the start the profits they will bring by getting ready with the steel shingles of strongest appeal and satisfaction—



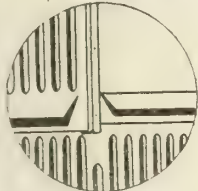
PEDLAR'S "GEORGE" and "OSHAWA" SHINGLES

Appreciated most for their weather, fire and decay-resisting qualities. Each shingle locks together on all four sides. The nailing flange, when nailed in place, is completely covered by the next shingle, which slides into a beaded groove, protecting the nails from rust and weather.

The "George" Shingle (size 24 in. x 24 in.) is the most desirable shingle on the market for barns and big buildings.

The "Oshawa" Shingle (size 16 in. x 20 in.) is equally desirable for residences and smaller buildings.

Shouldn't you be getting the good sales and profits Pedlar shingles are bringing other enterprising dealers this Spring? Write to-day for information and Dealer prices.



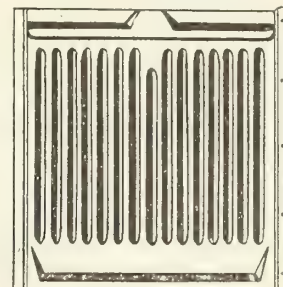
LOCKS ON ALL
FOUR SIDES.

THE PEDLAR PEOPLE, LIMITED

(Established 1861)

Executive Offices and Factories: OSHAWA, Ont.

Branches: MONTREAL OTTAWA TORONTO LONDON WINNIPEG



DAVIDSON'S "Eureka" Cheese Factory Milk Cans



The neatest, most substantial and most sanitary milk can on the market.

Bodies are made of 22 gauge tinned iron. Note the neat appearance of the can, with the countersunk side handles. These cans are fitted with heavy rolled rim bottoms. They slide easily and will not mutilate wagon bottoms or factory floors.

Made in Six Sizes, from 10 to 40 gallons.

We carry in stock Railroad Milk Cans, Cream Cans, Sanitary Dairy Pails, Etc.

WRITE FOR CATALOGUE AND PRICES

The Thos. Davidson Mfg. Co.

Limited

Toronto

Montreal

Winnipeg

Stanley Tools



"HURWOOD" Screw Drivers

*Unsurpassed for
Strength and
Durability*

Blade, Shank and Head are one piece of special steel. Two patented projecting wings under the head, together with a rivet which passes through the ferrule, handle and shank, securely fastens the Blade in the Handle, preventing its turning.

The Blades are finely tempered and well finished.

The Handles are fluted and stained black.

Many styles and sizes from which to make your selection.

Carried by all Hardware Dealers

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.

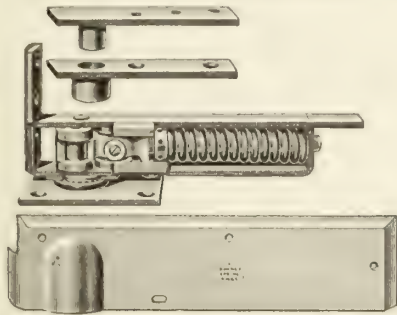
BOMMER

Floor Surface Spring Hinge

**Release and Holdback Features
Ball Bearing—Alignment Device**

Every moving part of this hinge can be oiled from a single hole on outside of side-plate

Suitable for both double-acting and single-acting doors



This is the most durable hinge of its type. It holds the door open when swung to 90 degrees. The spring-action can also be entirely released as long as desired so that the door will swing free, without spring-action in either direction, by inserting a wire nail (when the door is open) into a hole provided in the side plates for that purpose. The spring-action can be restored by withdrawing the nail.

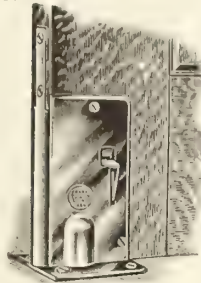
Bommer Bros., Manufacturers, Brooklyn, N.Y.
Canadian Representative, Alex. Thurber, 290 St. Paul St. W., Montreal

CHICAGO

SPRING BUTTS

DISTINCTION

The Chicago "Relax" Spring Hinge



has distinctive features which impress your customers and create the demand.

The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

Chicago Spring Butt Company.

CHICAGO



NEW YORK

Send for Catalogue S29

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.

MOTORING

**The Pioneer Paper in the
Automobile Field in Canada**

¶ A monthly magazine of
real interest and value to
every motorist in Canada.

¶ We have made this journal the most practical automobile paper in Canada. It is an authority on the subjects of vital interest to all motor car owners and users.

¶ The big editorial features each month are striking and timely and the claim is easily substantiated that it is more virile now than at any period of its long record of progress and achievement.

¶ If you have a pleasure or a delivery car you should be a subscriber to this paper.

The Commercial Press, Limited

32 Colborne Street, Toronto

The Surest Way to Increase Sales if You Sell Through the Trade

BY
D. O. McKINNON

Get the Dealer Behind You

To the degree you win the confidence and support of the retailers in your line; to the extent they stock your goods and then, by displaying and recommending them, help to sell them, will your business be larger or smaller next year.

Some manufacturers are carried away with the delusion that it is good policy to disregard the good will of the retailer—to force his hand by advertising to the public, believing that public demand will force the retailer to stock the line advertised.

It is possible to disregard the dealer, but it does not pay to. The old adage, "Molasses gets more flies than vinegar," is particularly suitable to this situation. You always get better co-operation and more business from a man who is friendly to you than from one who resents your attitude toward him.

How it Works Out

Brown, the grocer, handles "Smith's" and "Jones'" baking powder. Smith has done all in his power to convince Brown of the merit of his line and has also advertised to the consumer. Jones has contented himself with a big consumer campaign, arguing that retailers like Brown will be forced to handle his line. A visit to Brown's store would confirm this view, as he does carry the "Jones" line.

Yet Brown is prejudiced in favor of Smith. When he is making a Baking Powder display it is "Smith's" he displays; when a customer asks for "a tin of baking powder"—and such general requests are frequent—he sends "Smith's." Result: Brown sells five tins of Smith's baking powder to three of Jones'.

Winning the Retailer's Confidence

The first need in order to win the confidence of the trade is to make the men in the trade thoroughly familiar with your name, your line, and the reasons why the line should be sold—and recommended—by the trade. This entails steady, persistent advertising in the trade papers in the line. The cost of this is a trifle compared to the importance of the work to be done.

The next step is to win the approval and confidence of the trade by helpful service. For instance, your salesmen should know how to dress a retailer's window so as to give him best results and at the same time get added publicity for your line. Many houses supply the retailers with lithographed display cards—some of these being quite elaborate. These are only two of a score or two adopted to help the retailer.

A Combination that Always Wins

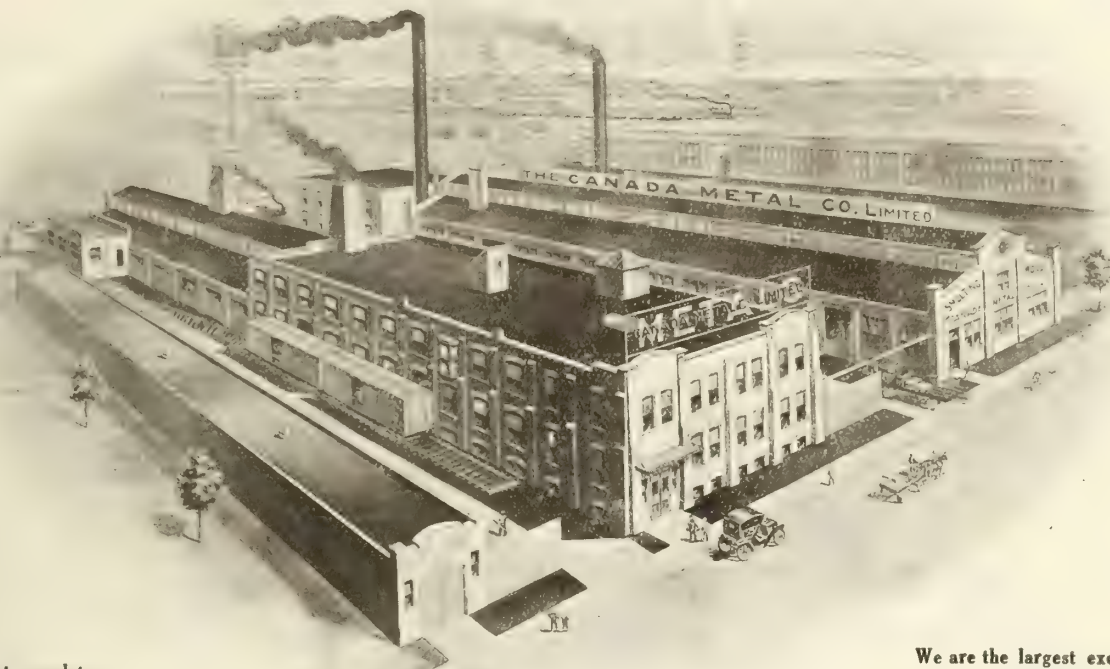
Almost without exception the houses that have honestly tried to win the retailer's help and co-operation, by advertising persistently in the trade papers and by giving the retailer useful service in helping him to sell, have made a success of their business.

Try this line—these methods.

A Dependable Trade Paper:

Canadian Hardware Journal

32 Colborne St., Toronto, Ont.



The most complete plant possible.

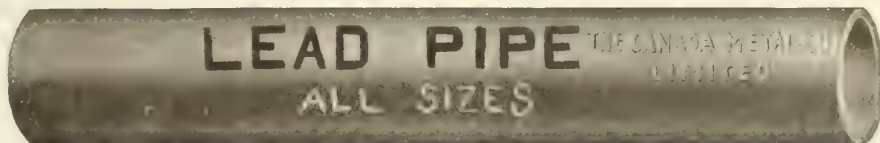
We are the largest exclusive Metal Dealers in the Dominion.

No money has been spared in making this plant the most up-to-date and best equipped in the Dominion for the manufacture of goods in our special line.

METALS

SOLDER ALL GRADES BABBITT
LEAD PIPE BENDS
BRASS CASTINGS
PHOSPHOR TIN
BATTERY ZINCS AND FUSE WIRE
INGOT METALS GALV. & BLACK IRON PIPE
ALUMINUM INGOTS

We Manufacture
LEAD PIPE
(Waste and Coil)



TRY HARRIS HEAVY PRESSURE
"The Babbitt Metal Without a Fault"

We Manufacture **BABBITT METALS**
That Give Excellent Service

HAVE YOU RECEIVED COPY OF CATALOGUE "A"

The Canada Metal Co., Limited - Toronto

Branch: Montreal

Fraser Avenue

Factories: Winnipeg

Spring Cleaning Time is Coming—

Preparedness:--Are You Ready?

The best way to prepare is to be sure that you have enough of these labor-savers on hand.



Order through your Jobber. Write us for Catalogue

Cummer-Dowswell, Limited - Hamilton, Ont.

Throwing a Stone Into a Pond

produces a series of ripples in ever-widening circles that stretch out and out until they finally reach right up to your feet at the water's edge.

Every time you purchase something "Made in Canada" you start a ripple of prosperity---reaching out in ever-widening circles, through shopkeepers, wholesalers, manufacturers, farmers, right back to yourself; for no matter what you yourself produce, what occupation you are engaged in, your individual prosperity is dependent on the general prosperity of the country---on keeping every Canadian busy.

Dollars spent for Canadian-made goods help to do this; some of the dollars spent for Canadian-made goods are bound to come back to you----all of the dollars spent for goods which can just as well be bought at home---are starting a ripple in someone else's pond.

Start a Ripple of your own

The Canadian Hardware Journal is helping to turn these ripples into waves by advocating "Made in Canada" hardware lines.

Good Equipment Pays Big Dividends

Expenditure of money in good equipment is a dividend-paying investment.

THAT good equipment is not an expense in the real sense of the word, but an investment that pays big dividends by the money made or money saved, is the verdict rendered by merchants who have expended money in necessary fixtures and equipment for their store. The increasing number of dealers who are installing up-to-date fixtures, and equipment that will allow them to conduct their business in an efficient manner, is ample evidence of the general opinion of dealers in regard to expenditure of money in them being a real investment.

Equipment may be divided into two classes—that which adds to the appearance of the store and allows the display of goods to better advantage, and that which allows the conduct of business in a more efficient manner, and accordingly saves money for the dealer that might otherwise be lost, as well as pleasing customers and indirectly attracting business for the store. One of the greatest assets in bringing repeat business is satisfactory service.

All classes of fixtures and equipment add to the appearance of the store and give it an air of progressiveness and up-to-dateness that adds materially to its prestige. When a customer is picking out a store at which to deal he naturally gives the preference to one which, by reason of its good appearance, appeals to him, and what gives a better impression than high grade fixtures and equipment? Silent salesmen, bin fixtures and wall cases are lines of equipment that add both to the appearance and also the selling power of the store by allowing goods to be presented to customers to much better advantage and in a manner that impresses them with cleanliness of display.

Computing scales, liquid tank systems and similar helps are lines of equipment that save money for the dealer in the sale of his goods and also are trade-attracting factors in the good service that is given to customers by their use. Account registers and cash registers are valuable aids in the bookkeeping and cash end of the business, and allow the conduct of both cash and credit business in the most systematic manner, as well as giving records of the business that are so essential to the dealer in keeping tab on progress.

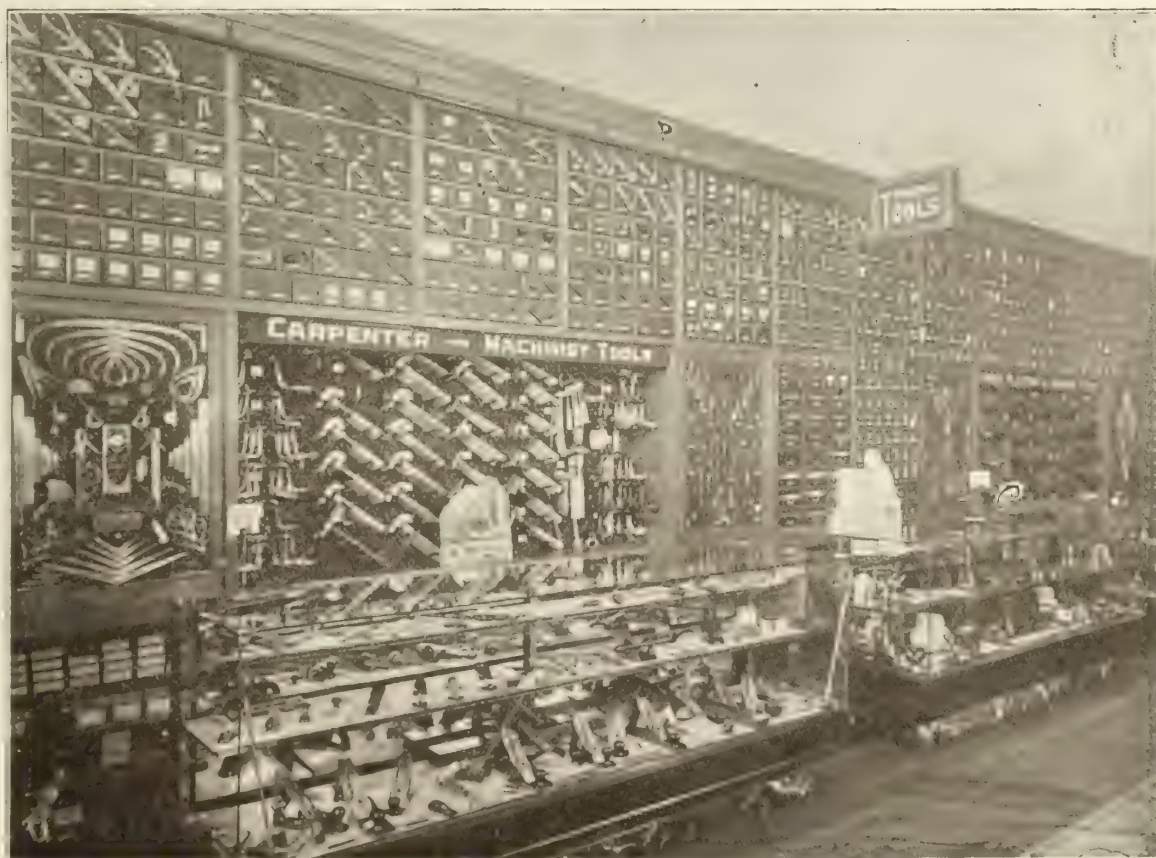
So, all along the line, the value of good equipment to the dealer cannot be denied. It is true that good equipment costs money, but all worth-while things in this world cost money, and to the dealer who is after business and profit good fixtures and equipment are worth-while things. There are a good many merchants, especially those apostles of false economy, who will not spend a cent for their own benefit unless it is fairly pried away from them, who are altogether too ready to say "no" at the first suggestion that they should expend any money on equipment, without considering the advantage that it would be to their business, and whether it would not really prove a profitable investment.

Dealers should bear in mind that it is a good policy to spend money to make money and now at the beginning of the new year, when plans are being made for the year ahead, is an appropriate time for the dealer to take up the question of new equipment, keeping in mind the verdict of merchants who have installed up-to-date equipment that "good equipment pays big dividends."

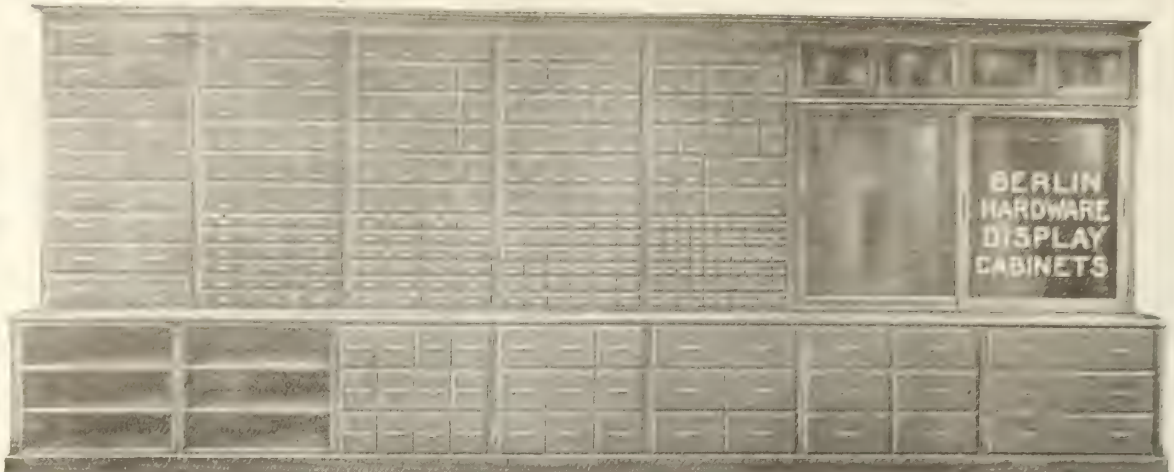


GOOD EQUIPMENT PAYS BIG DIVIDENDS

That good equipment pays big dividends is illustrated by these two photographs of hardware stores, the upper one a wall case arrangement in a U. S. store, and the lower one a drawer arrangement in Mill's Hardware, at Hamilton. A short time ago an Ontario dealer, speaking to a Canadian Hardware Journal representative, said that by installing a set of new equipment he had increased sales \$200 a week.



Send your
Floor Plan
with
Measurements
for
Catalogue
and
Estimates

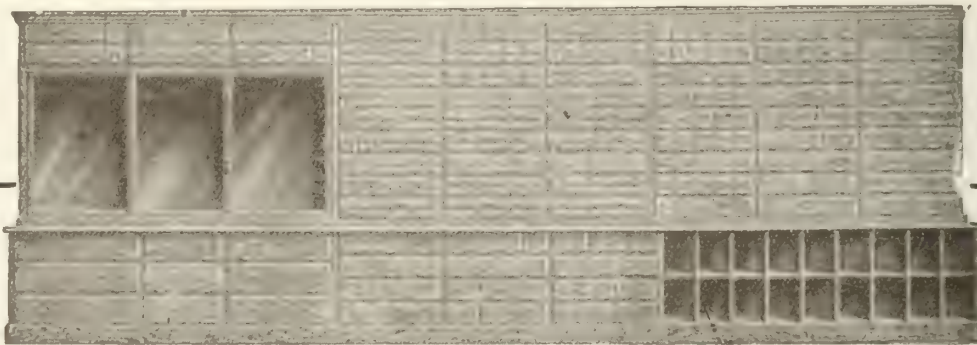


20 ft. long, 8 ft. high, Standard Case with Drawers and Shelf Boxes.

A Good Impression is created by the attractive looking Store

The public gets the idea that the owner is up-to-date, systematic, has what is wanted and can serve them quickly. In the Berlin Hardware Display Cabinet the goods are displayed behind glass doors or display front compartments. Articles thus displayed are free from dust, and as a result always retain their original good finish and make a stronger appeal to the prospective buyer. Made of the best quality oak and properly finished.

The Walker Bin & Store Fixture Company, Limited
BERLIN MANUFACTURERS AND DESIGNERS OF MODERN STORE FIXTURES ONTARIO



ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service. Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same. Send for illustrated catalogue, it will interest you.

CAMERON AND CAMPBELL, TORONTO

THE CANADIAN HARDWARE JOURNAL

A BIG DOLLAR'S WORTH FOR THE HARDWARE DEALER

PIN A DOLLAR BILL TO YOUR LETTERHEAD AND MAIL TO

COMMERCIAL PRESS, LIMITED

::

32 COLBORNE STREET, TORONTO

Instead of Waiting for Trade Get Out and Chase for It

By WM. J. BRYANS

A GOOD many dealers do not get as much business as they might because they don't get out and chase enough for it. How many merchants sit mooning in their store, expecting that trade will drift in without any effort on their part. That is where they fool themselves, and fool themselves very badly. The dealer may get a certain amount of trade by following such a listless policy, but it is one safe bet that he will not get the maximum amount or anywhere near it. In these days of keen competition it is the man who makes an aggressive and intelligent appeal for business who forges to the front.

In many communities there is an excellent opportunity awaiting the dealer who will get away from the habit of hoping for business and into the habit of hopping for it. There is need of the dealer discarding the usual waiting game and inaugurating in its place real live soliciting of business that will impress on customers that he is on the map, that he wants their business, that he has goods and service of quality, and that dealing with him will be found both pleasant and in the best interests of customers.

How is this to be impressed on prospective customers? In my opinion one of the best plans open to the dealer, and one that has not been used to near the extent that it might or should, is for the dealer to get right out among the trade and make a strong and intelligent bid for their custom. Use of advertising, display and the telephone are good, but what I mean is for the merchant to visit people who have never dealt at his store and those who have occasionally done so in an attempt to make them patrons of his store, by letting them know that he wants their trade, and pointing out why his goods, service and prices warrant them dealing at his store. Especially should he keep his eyes open for new families moving into his community, going after them immediately for their patronage.

Without doubt, such a campaign for expanding business would be exceedingly profitable for the dealer undertaking it. The immediate business secured in itself should pay for the time expended, not to say anything of the number of new customers that would be secured who would continue to deal at the store indefinitely.

One dealer has set the value of new customers at \$5 each, and I don't think he underestimated their worth to a dealer by any means. Surely, then, the dealer is well warranted in giving a good deal of his own time to a real aggressive canvass for new customers. A couple of hours spent at this work at intervals would not interfere seriously with the average dealer's management work, and would be a big factor in expanding business.

Many dealers are passing up an excellent chance to build a bigger business by their neglect of this line of endeavor. They would do well to get out of the waiting game and into the chasing game. Especially during the present time it is well not only to hope for good business but to hop for it.



LAWN and GARDEN HOSE

These brands have a reputation earned by years of successful service. They represent grades to suit every purchaser, and always meet with ready sale.



"Para" "Star"



"Service" "Western"

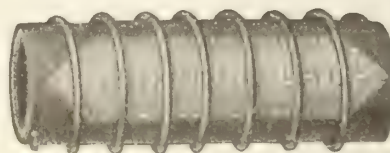


"Armour Clad"

"Trade"



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1 in., sizes



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CANADIAN HARDWARE JOURNAL

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W. L. EDMONDS
J. C. ARMER
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Stimulating the "Paint-up-Clean-up" Campaign

Some suggestions for getting spring business. Organized effort on the part of merchants. Hints regarding advertising and window displays. Promising trade conditions.

BY A. B. LEVER

THIS ought to be a particularly good season for the annual Spring "paint-up and clean-up" trade. Not only is the Spring opening up fairly well, but, and what is more important still, there is a plentiful supply of money in the country.

The spending potentialities of the farmers were never as great as they are to-day.

A Billion of Money

From their crops, live stock, dairy produce, fruits and vegetables their revenue last year was over a billion dollars. That is a lot of money. And as they have been cutting down their expenses during the last couple of years their Spring requirements should be larger than usual.

Then throughout the Dominion practically every man, and woman, too, is fully employed. It is only those who do not wish to work who are unemployed.

It is true that, through enlistment, three hundred thousand men are unemployed at their regular vocations. But in a great many instances their dependents possess greater purchasing power than before, because of the revenue obtained from the separation allowance and the Patriotic Fund.

Therefore, taking it all round, the working classes of the Dominion possess purchasing potentialities greater than usual.

The "Paint-up and Clean-up" Propaganda

Besides these favorable factors there is the "paint-up and clean-up" propaganda, which is being carried on in nearly all parts of the Dominion. The potency of that cannot be estimated. All we do know is that it must be very great.

As year succeeds year this campaign gathers momentum. At one time people cleaned up and painted their homes, places of business and premises generally because it was the respectable thing to do.

While they are still actuated by this motive they are also recognizing to a greater extent than before that sanitary exigencies necessitate it.

In other words, the great mass of the people are gradually becoming possessed with the idea that the health of the community, as well as the aesthetic taste, demand a wide and general clean up. And those who do not realize the fact are being compelled by the force of public opinion as represented in the various health officials to fall into line whether they will to do so or not.

Stir up Public Sentiment

So far, therefore, as the conditions are concerned the position this Spring is this: The people of Canada possess greater purchasing potentialities than ever.

How a Toronto hardware dealer circularized his neighborhood for house-cleaning business.

Housecleaning Supplies Should be Featured Now

The hardware dealer should now push lines that will lessen the labor of housecleaning—A big variety of lines that should be played up strong.

THE ascending spring sun is a well understood call to arms to the housewives of the land. Already, some of the more enthusiastic have been doing some skirmishing along the enemy's lines. And before long a vast army of housewives will be arming for a general attack on the common enemy—Old Man Dirt. The annual spring housecleaning season is again at hand, and Mr. Dirt is going to have a busy time evading the industrious housewife.

Housewife Has Many Labor Savers To-day

The work of housecleaning is a vastly different problem to-day than it was in the days of our grandmother, just as methods of making war have changed materially

Some of the lines that will be in demand for the work include: Paints, cleaners, borax, brooms, lye, ammonia (liquid and powder), washing compounds, sweeping compounds, window cleaners, stove brushes, scrub brushes, pails, tubs, chloride of lime, stove polish, boot polish, silver and furniture polish.

Begin to Feature Early

It certainly must be agreed that the opportunities that housecleaning brings to the dealer are much greater than in the olden days when a broom, soap and scrub brush were the principal articles used by the average housewife. It is all the more reason why present-day conveniences and labor savers should be played up strong and impressed on women customers.

It is well to begin to show these lines early, so as to get women interested in the annual clean-up work. Even though sales are not made at the time, if a customer is interested she will know where to go when she needs supplies.

Point Out Various Uses of Different Lines

Push the full range of articles that are needed for housecleaning, and play them up strong. Study the different uses of articles so as to be able to explain them to customers. For instance; point out that sweeping compound will not only absorb the dust, but will kill germs and brighten the carpet. In fact, all such articles as ammonia, lye, borax, etc., are very important because of their germ-killing powers, and their value along this line should be pointed out to customers.

People should be exhorted to use plenty of chloride of lime in their cellars and other places where disease germs might be lurking. This is especially well in the spring of the year.

Bring Full Force of Selling Agents Into Play

The dealer who expects to cash in on the housecleaning trade to the greatest extent should get started early, and should bring his full force of selling agents into play. The window, advertisement, and interior display are all valuable singly, but when the three are worked together much better results are secured.

Just as soon as the weather becomes favorable for housecleaning work, fire the opening gun by a window display and an ad. Back this up by good interior display and intelligent suggestion over the counter.

Don't forget the sale of polishes, dyes, bathbricks, etc., which are generally in special demand at this time.

DON'T FORGET ABOUT "STORE" CLEANING.

It is all very well to preach housecleaning to your customers, but don't forget to do a little store cleaning yourself. There is no store that cannot stand a little brightening up in the spring, and now when the cleaning fever is abroad in the land is the time to get busy. Give your stock a general overhauling and put it back on the shelf in a spic-and-span condition. Use a little paint where needed. Carry the campaign right through to the back shop.

THINGS THAT WILL MAKE YOUR Spring Housecleaning EASIER

Get armed for the annual campaign. Buy those things that will make it most decisive, that will make it easier, and that will be most effective. There is no need of our dwelling upon the subject, you know well enough that the time has arrived when you will be on the warpath. By way of suggestion we mention:—

Brooms
Stove Brushes
Scrub Brushes
Whitewash
Pails
Tubs
Laundry Soaps
Borax
Diamond Dyes
Dyola

Washing Powders
Ammonia
(Liquid & Powder)
Lime
Whiting
Chloride of lime
Lye
Brass Polish
Silver Polish
Bath Brick

WENTZELLS LIMITED

Good advertising is a valuable agency in promoting the sale of housecleaning supplies. We reproduce an ad. used last year by a Halifax, N. S., firm.

in recent years. It was formerly the case that "elbow grease" was the big gun in making war on Old Man Dirt, and the annual housecleaning was followed by soreness of limb and muscle, frequently requiring the services of a doctor to alleviate. To-day, however, the housewife has a big range of allies that can be called on and which will materially assist in the "clean-up" work.

A Big Variety of Assisting Lines

It is the work of the general hardware dealer to bring all the helps for housecleaning to the notice of customers and to do so at an early date. Now is the time for the dealer to see that his stocks of housecleaning goods are sufficient and varied, and to get his plans ready for the big campaign.

Seasonable Tips for the Hardware Dealer

By The Scribe

CASHING IN ON THE HOUSECLEANING TRADE

THE first warm days of early Spring bring with them a desire on the part of the housewife to get her spring housecleaning under way and she is all impatient until that moment arrives when she can don her dust cap, roll up her sleeves and lead a strong attack on the great enemy of the housewife—Dirt.

While the modern inventions for war among nations has made it a more gruesome thing than in past centuries, the inventions for the conduct of the housecleaning battle has made it a much more congenial task than in days gone by. The retailer now has many appliances and articles for sale that are a material help in reducing the drudgery and hard work of housecleaning.

It stands to reason that the dealer who wishes to get the best results from the spring demand for all those lines needed in the spring clean-up should give prominence to them in advertisement and display.

Window displays featuring the "ammunition" that the housewife needs to conduct "war on dirt" in an efficient manner can be played up to good advantage. A display with a war touch to it like this will be very likely to catch attention and create sales this year.

GET PUBLIC INTERESTED IN SEEDS EARLY

MUCH benefit in a sales way is to be derived by getting customers interested in seeds early. Many sales can be induced before the time is actually at hand for sowing, while even if sales are not made at the time, it impresses people with the fact that they can procure seeds at your store, and they are likely to bear your store in mind when the time comes to buy.

A dealer in a small town known to the writer gets his seeds on display early in March, and they become the centre of interest for every farmer who comes in, and many town people, too, reminding them that the time is not far distant when sowing will have to be started. He makes a good many early sales in this way and secures orders for their requirements from many others. He is thus in a position to get better results out of the season's endeavors in this line.

The cry for increased production that was so prominent last year had its effects and they will continue to be felt. Farm land that was never used before was seeded last year, and many more vacant lots in towns and cities were used, and will continue to be used. This is going to mean a larger demand for seeds, and this trade should be gone after aggressively—and early.

MAKING THE MOST OF THE NEW CLERK

I SAW an advertisement of a merchant the other day that started me to wondering as to whether a dealer could not make more capital out of the employing of a new clerk than the average merchant does. This particular ad. announced that Mr. So-and-So had been added to their staff and that customers would find him qualified as well as desirous of looking after their wants in the ablest possible manner. Why not follow this idea, not only as a means of introducing new clerks, but as an excuse for a little talk on store service that could be made a splendid advertisement?

It would be an excellent idea to send out a circular letter of announcement, referring to the clerk's experience in the business and his desire to serve customers faithfully. When the clerk has lived in the town for any length of time he should have many friends over whose buying he should have an influence. Therefore, an announcement that he has joined your store should attract trade and at the same time give the clerk a feeling of responsibility that should enthruse him to greater effort.

Getting After the Spring and Summer Paint Trade

A consideration of the possibilities for business and suggestions for the retailer in regard to selling methods. Risky to handle anything but good paints and varnishes. How manufacturers help retailers. Push Canadian-made goods.

By W. L. EDMONDS

Suggested paint display for use during Spring Campaign



WHILE there is some sale for paint all the year round, yet it is during the spring and early summer months that the demand is the most active. This is particularly true in the North American climate with its rigorous winters, the climate making the exterior of buildings shabby, and the high degree of heat necessary, to keeping the home warm, creating a like conditions in the interior.

When, therefore, the Spring season arrives the dealer in paints has not got to create conditions favorable to the sale of paints. It is already created for him. His duty is to take advantage of it.

But an advantage in itself does not mean much, any more than the warm Spring sunshine means much to the farmer who does not seize the opportunity it affords for getting his seed into the ground.

Broad and fertile acreage mean nothing in themselves unless they are fertilized. Neither does the opportunity for the paint dealer mean much unless it is seized and put to the best possible use.

Helpful Manufacturers

The facilities for pushing for business in paints and varnishes are probably greater than in any other line which the hardware dealer carries in stock. And that which makes it so is the assistance he gets from the manufacturers. For there is at least this one thing that characterizes the paint manufacturers:

They co-operate with the dealer. In the first place by advertising in the newspapers and magazines in order to create in the minds of consumers a desire for paints and varnishes.

Use the Color Cards

No class of manufacturers do it better. And then there are the color cards and printed matter which they get out, which the dealer can distribute among his customers. This is by no means an unimportant factor in getting business, provided, of course, the dealer makes good use of it. Most dealers do make good use of the color cards; but there are a few, unfortunately for themselves, as well as for the manufacturer, who do not. These color cards are for distribution. Their cost is high, and particularly now when dyes are so scarce and dear. They should be distributed wisely in order that the best results may be obtained.

But it is better to distribute them, even indiscrimin-

ately, than to stick them away in some corner of the store where they are likely to be unseen and forgotten.

Ads. That Help the Clerks

In the advertisements which the manufacturers insert in the trade papers they are also seeking to help the dealer as well as interest him in their own particular products, for a good paint ad. in a trade paper furnishes information which serves as excellent material to clerks as a basis for selling talks to customers. This is a fact that is perhaps not always sufficiently impressed upon clerks.

But that which the manufacturer does in order to assist the dealer in pushing the sale of his stock of ready-mixed paints and varnishes is not in itself sufficient in order that the best results may be obtained.

The dealer has his part as well, and it is not confined to the distribution of the color cards and printed matter which the manufacturer may supply. In order to get the best results he has got to "do his bit."

Dealers Should Exhibit Consistently

His own store should early put on a Spring-like appearance. It is about as incongruous for a dealer in paints to preach from the text "paint-up and clean-up" while his own store is in need of some of his own medicine, as it is for a man to push hair-restoring decoctions whose own dome has lost its hirsute covering. And the dealer's store, when well painted, not only serves as a mark of consistency, but it has its influence in the sale of paint, being an outward and visible sign of what good paint will do.

Exceptionally Good Outlook for Spring Trade

This Spring a more than usually good business ought to be done in paints and varnishes. The country in general, and the farmer in particular, is in an exceptionally prosperous condition. Not only has the country's productive powers during the last twelve months been on a larger scale than usual, but the prices obtained for farm products are higher than for a great many years. Consumers, therefore, are in an exceptionally good position to buy.

The main thing for the retailer to do is to persuade them to buy.

The most potent force whereby this can be accomplished is, of course, advertising.

As the season is a comparatively short one the dealer

is strongly recommended to use as large space in his store as is possible.

In all advertisements two or three features should predominate. One should dwell upon the economic value of keeping buildings, both interiorly and exteriorly, well painted. In the next instance emphasis should be laid upon the quality of the paint in stock, reasons being given why it is good paint, for a mere assertion does not prove anything. Then there are the artistic tastes of the people to be excited.

There are hundreds of people in nearly every community who are quite careless in regard to the appearance of their homes or other buildings. Advertising



Exclusive paint store's display of its stock.

which dwelt upon the importance of making these neat and attractive should, doubtless, induce many to buy paint that otherwise would not do so.

Circularizing Probable Customers

Newspaper advertising should be supplemented by circulars, accompanied by color cards, and distributed in the surrounding territory.

In order to get the best results from circularizing of this kind, it would be well to get up a selected list of probable customers. A list of this kind, with a little revising, would, when once compiled, serve year after year, and not only for the paint season, but for all other occasions.

Stick to Good Paint

Don't select a line of paints and varnishes because they are low-priced; select them because they are good. Poor paints are dear at any price. They are dear for the dealer as well as for the consumer, because it is the dealer's reputation that suffers when unsatisfactory results are obtained.

Poor paint is no more reliable than a rotten ship, and it is as risky to handle the one as it is to travel on the other.

If certain department stores wish to feature paint which they offer at prices much below those at which good paint can be marketed, let them do so. They can afford to run greater risks with their reputation than the dealer.

Ignore Poor Paint Competition

The best way to meet the competition of low-priced, poor paint, is to stick to good paint, and in advertisements, window displays and personal interviews with customers emphasize the fact that poor paint is dear at any price, and that while it does not wear as well the cost of labor entailed in putting it on is just as high as in putting on the good article.

And let the good paints and varnishes you push be of Canadian manufacture.

It is scarcely necessary to say a word about the importance of window displays in connection with a paint and varnish campaign. But we do urge dealers to make their plans well ahead, get the manufacturers to co-operate by supplying illustrations and suggestions, and change the displays frequently, for a good window, like good fruit, becomes stale with age.

PAINT ALWAYS DISPLAYED IN WINDOW

There is a little hardware store in the residential section of Toronto which has an all-the-year-round paint display forming the background of the one window in the store. The display is changed, but there is always paint in the window.

QUALIFICATIONS OF A GOOD PAINT

The selection of a paint for steel bridges is a problem that some dealers have been called upon to solve at one time or another. To be satisfactory, a paint must fulfil many exacting requirements which may be enumerated as follows: It must be low in price; it must be readily obtained in convenient quantities and in satisfactory containers; it must completely hide the surface of the steel in two coats; should cement itself together and stick to damp or dry metallic surfaces; should expand and contract without cracking the film; should present a hard, tough outer surface; should be impervious to water or gases; should be unaffected by sunshine, heat, frost, dew or climatic changes; should be unaffected by ordinary mechanical abrasion; should wear evenly; should fail by gradual wear and not by disintegration; should leave a good surface for repaint-



Nicely arranged paint department in hardware store of small Ontario town.

ing; should not require an unreasonable amount of skill or muscle in application; should be homogeneous; should dry properly; should not be readily ignited; should have power to absorb and remove moisture or dampness from the metal; should have properties that will prevent corrosive action of traces of water in contact with the metal and should not stimulate corrosion of the steel. In connection with the last requirement it would be well to state that paints made from certain materials have been found to slowly produce rusting of the steel in small patches.

Our Duty at Home is to Brighten-up and Clean-up

By F. A. MANN

Mgr. Adv. and Promoting Depts., The Sherwin Williams Co.

THE general policy amongst the larger cities and towns of the Dominion is each year to set aside a special week or weeks for cleaning up and putting, generally, a brighter and cleaner aspect on all buildings and property in their vicinity. This policy is used not only in Canada but in the British Empire and throughout the United States.

It cannot be denied that the general cleaning up which is done around the cities and towns gives each individual householder or resident a more healthful and brighter feeling, which is the general Spring feeling throughout the country.

During the past eighteen months or so each city or town has been receiving depressing news from Europe.

Too much stress cannot be placed upon this general clean up by the hardware merchants in each town, as it means that he will move his stock. He should give special attention to displays and window dressing.

During this clean-up week each hardware merchant should endeavor to make his store the headquarters for procuring the necessary brighten-up lines, and it is up to him to see that he will have the proper stock to take care of the trade. There is a great deal more money in the country this year than there has been for some time, and this money will be spent, and therefore an opportunity is offered to the hardware merchant to move his stock, get in new goods, and do generally a larger business than in former years. Each merchant should do his share of brightening up his own store and use every possible method to place before his customers the general idea of brightening up and painting up.

PAINT SELLING HELPS

When you are wrapping up packages for the customer is a good time to ask the customer a few questions, such as, "Are you going to apply this yourself?" "Have you ever used this paint before?" etc. The customer may give you an opportunity to suggest some-



Paint display made by Geo. Blott for A. Ballantyne, Brantford.

It is the duty of each individual in his community to try and cheer up others who may not be as fortunate as himself in not losing a relative or very dear friend. This can be very easily done by getting to work and setting an example to other householders and making his own property clean and bright. He will derive a great deal of satisfaction himself from this work, and his neighbors will reap the benefit of his general cleaning up.

The house should be re-painted, both inside and out, where necessary, the garden properly trimmed, fences and barns or outbuildings put into proper condition and given a coat of paint, all garbage cans should be cleared away, the old attic or basement should be cleaned out, and objects which will constantly bring forth depressing methods should be done away with or placed in some place where they will not be seen.

thing better suited to his needs, should there in your judgment be anything better.

Your first duty is to sell what the customer wants before suggesting he should buy something else. There is a place for everything, and many times the best customers are made by giving them impartial information for their own good, even though it may cost you a small profit in a sale. In the long run you will make more profit.

Do you use the telephone for introducing certain lines of goods to your customers and prospects? A few words inserted at the close of a telephone conversation often bring some nice sales.

Selling paint and varnish is like selling cough and cold medicines—you should first find out what kind of a cold the man has and how long he has had it. Then you are better able to suggest a remedy.

Misrepresentation of Paints

THE question of the T. Eaton Co. advertising pure white lead paint at 33 cents a quart, which came up at the late Retail Hardware Convention, report of which was published in our last issue, has been provocative of much discussion in hardware trade circles in various parts of the country, and has brought to Canadian Hardware Journal some correspondence from readers who are interested in the subject, one of the most striking being published below.

At the time of going to press with the March Journal it was impossible to get a copy of the analysis of the paint, as the Toronto office of the Department of Inland Revenue would not allow the report to be copied and it was necessary to obtain a copy from Ottawa. Morris Phillips, the Toronto hardware dealer who brought the association's attention to the matter, has since obtained a copy of the analysis, which is as follows:

Pigment, 57.44 p.c.; vehicle, 42.56 p.c.

The pigment above referred to has the following composition:

	Per cent.
Basic carbonate of lead	0.80
Zinc oxide	8.21
Zinc sulphide	11.71
Lead sulphate	0.74
Barium sulphate	17.17
Silica and silicates (by difference).....	18.81

The Assistant Deputy Minister of Inland Revenue, Geo. W. Taylor, in sending on the analysis, said: "The article is of exceedingly low value as a paint. The pigment essentially consists of barium sulphate and silicate, which have very little covering power. The amount of lead contained in it is very small indeed.

"The statement in the advertisement that 'it contains all that a first-class paint should contain' is certainly incorrect and misleading."

CLEAN-UP CAMPAIGN IN MONTREAL

Montreal will this year hold a "clean-up" week—from May 14 to 20—and it is hoped that many more places throughout Canada will follow its example. Very many of the Ontario towns now have a "clean-up" week, and May seems to be the most popular month.

The Civic Improvement League in Montreal is going

at the work in a whole-hearted manner and is offering \$1,500 in cash prizes to the citizens and children of the metropolis. Besides, sixty thousand books of instruction and pamphlets, telling of the benefits of cleanliness, will be delivered. The campaign will cover the cleaning of back yards and lanes, the planting of garden seeds, the caring of lawns, painting of houses, interior and exterior cleaning of homes. All this should mean good business for hardware dealers in Montreal, and the idea, if followed in other places, should make for briskness of trade in those places as well.

In adopting the "clean-up" campaign Montreal is but following the lead set by a number of smaller centres in Canada and the United States. To the credit of the small towns, they have made this annual function a huge success, and the National Clean-Up and Paint-Up Campaign Bureau, which fostered the movement, has seen it grow from small beginnings to its present large proportions.

That hardware dealers everywhere should boost the movement goes without saying. It will help their communities and bring additional business to their stores.

WINNIPEG PAINT MEN ORGANIZE

The Winnipeg Paint Club has been re-organized with the following officers: President, W. Osborne, M. Marshall-Wells Co., Ltd.; vice-pres., D. McIvor, G. F. Stephens & Co., Ltd.; director, W. J. Bland, Canada Paint Co., Ltd.; director, P. Sutherland, J. H. Ashdown Hardware Co., Ltd.; secretary-treasurer, L. McDerrall, Martin-Senour Co., Ltd., of Winnipeg.

The members decided to hold monthly meetings.

NEW ONTARIO PAINT MANAGER

S. W. Smith has been appointed manager of the Ontario division of Brandram-Henderson, Ltd., and the Pinchin-Johnson Co., of Canada, with headquarters at Toronto. Mr. Smith, who succeeds E. F. Lowe, was formerly manager of the Maritime division, and was located at Halifax, N.S. Mr. Smith has also been in charge of the export department. Mr. Lowe, the former manager, has moved to Detroit, Mich., to go into the automobile supply business.

NEW SALES MANAGER FOR RAMSAY PAINTS

A. Ramsay & Son Co., Montreal, have appointed H. W. McConnell sales manager following the promotion of A. D. Brown to the management. Mr. McConnell has been twelve years on the sales staff of Ramsay's paints.

E. P. Marnell and J. R. Lefebvre have been added to the sales force, both of them covering districts in Quebec.

NEW PAINT WORKS AT TORONTO

The Flint Varnish & Color Works have purchased a factory site at Toronto and will establish a branch plant there. A Canadian company has been formed with a capital of \$250,000. An expenditure of \$100,000 will be made on the Toronto plant.

P. A. Gouin's hardware store, at Three Rivers, Que., was destroyed by a fire which recently did \$75,000 damage to that town.

W. P. Tesky has purchased Sherrin & Co.'s hardware business at Carmangay, Alta.

The Dominion Glass Co. have made an addition to their Redcliffe, Alta., plant for the making of lamp globes.

VALUABLE INFORMATION FOR HARDWARE MAN

Canadian Hardware Journal:

I have just received my first copy of your paper and have only just realized what I have been missing, for I am surprised at the valuable information that it contains for the hardware man. I am very much interested in the article re the paint advertisement of the T. Eaton Co., and would ask if it would be possible for me to get a copy of the verdict handed down by the Inland Revenue Department on this particular brand of paint. I am getting this thing put before me every day and it is difficult to convince my customers that this paint is inferior, for they seem to think it is impossible for the large mail order houses to do anything that is at all wrong. I often wonder why more is not done to fight this evil. Why are these firms not taxed, and why are those who supply them not made public, so that the retail man can boycott them?

Excel, Alta.

B. BAILEY.

Canadian Hardware Journal

TORONTO

APRIL 1916

CANADA

Trade to go After Now.

The rising sun of early spring always brings with it a revival of business, and it shines the brightest for those dealers who realize the opportunities at hand and take full advantage of them. The time is now at hand when the dealer should begin his annual bid for spring business, bringing his full force of selling agents into play.

It is none too early to begin to boost housecleaning supplies. Many women start in on the annual cleaning campaign as soon as the temperature takes any decided upward movement, and you should show that you are ready to do your part in making this work as easy as possible for them. An early showing of housecleaning lines will impress on the public where they may be secured.

The same thing is true of seeds. A display just now may not create many immediate sales, but it brings the line to the notice of customers, and when they do require seeds they know where they may be procured.

If the dealer stops to consider the matter for a moment, he will realize that there are plenty of opportunities for business present just now. He should go after that business with a determination to get his full share.

See that your stock is deficient in nothing necessary for the spring trade.

The Housecleaning Trade at Hand.

With the first signs of favorable weather the housewives of the land are all impatient until they get the spring housecleaning under way. The spring clean-up has become a big annual affair and is of a good deal of importance to the dealer because of the opportunities for increased trade which it presents.

The amount of trade which the dealer secures in housecleaning supplies depends to no little extent on his own aggressiveness in going after this business. If he neglects to give prominence to these lines at this time he has only himself to blame if he does not secure his share of the trade this is passing. A good deal of business can also be created over and above actual demand. Every dealer has on his shelves lines that assist materially in lightening the labor of housecleaning, and which women would buy more largely if they were better acquainted with their value.

It behooves the dealer to bring these lines to the attention of customers by advertisement, window display and personal salesmanship. Do not only give them prominence, but impress upon customers just how valuable they are in lessening the work of housecleaning.

By getting away to an early start in the sale of housecleaning supplies, and by going strongly after this business right through the season, the dealer will find it possible to "clean up" a nice little profit as a result of the annual "clean up" campaign.

An Illegal Act.

It appears that there are certain retail hardware stores in Ontario that are making a practice of selling formaldehyde or formalin.

This is clearly in contravention of The Pharmacy Act of 1914, which prescribes formaldehyde as one of the articles which none but qualified druggists can either sell, offer for sale, or even give away.

The law is quite clear on the subject, and imposes a penalty of \$20 for the first offence and \$50 for each subsequent one.

As the law provides that one-half the fine imposed shall go to the informant, the risk a hardware dealer runs who carries formaldehyde in stock is evidently very great.

The Hardware Journal learns that already a number of complaints have been received by the authorities. Dealers, therefore, who have the drug in stock had better get their "house in order" without delay. Ignorance of the law will be no more protection to them than wilful contravention.

Spring comes, but spring business must be sought.

A Nuisance.

It is to be sincerely hoped the Post Office Department will not issue any more of the improvised stamp which is now doing duty for the three-cent article.

When it was found, after the decision of the Government, to impose an extra cent on letter postage for war revenue purposes, that an ordinary stamp could be substituted for the special one issued, there was almost immediately a request from the business men of the country for a three-cent stamp.

The stamp which has been issued in response to this request can scarcely be said to be an adequate compliance with it. It is merely a substitute, and a poor substitute at that.

When applying a stamp to a letter it should not be necessary to go through a mental operation in order to discover its denomination. But this is what has to be done in respect to this alleged three-cent stamp.

In appearance it looks more like a two-cent stamp than anything else. There is even the figure "2" at each corner. The letter "T" on the face is the only mark which designates it from the ordinary two-cent stamp. Consequently the stamp is a nuisance rather than a convenience, and it was convenience that the business men were after when they asked the department to issue a three-cent stamp.

As the necessity for the one-cent war stamp is likely to exist for some time, it is to be hoped the department will issue a clearly-defined three-cent stamp at once. In the meantime, however, its advent will be hastened if business men throughout the Dominion will drop a line both to their representation in Parliament and to the Postmaster General asking for it.

Cheque Serves As a Receipt.

Some retailers still stick to the habit of expecting receipts for payments made by cheque, while they are absolutely unnecessary, as the cheque, when properly endorsed, constitutes a receipt in itself. At the end of the month when his bank book is balanced, the retailer gets back his canceled cheques and so has receipts for payments made in this way without those who received them sending receipts for same.

The discontinuance of the practice of sending receipts would mean the saving of a good deal of money to wholesalers and manufacturers in the course of a year, and besides, it is much easier for the retailer to file away his canceled cheques at the end of each month as receipts for payments during the month than to file away receipts of different sizes and shapes as they come in. There is also the trouble of watching that all receipts come in if they are depended on altogether as is still the practice with some dealers. If cheques are kept also, it means a doubling up of time and expense that is wasteful and altogether unnecessary.

Retailers should rid themselves of the habit of expecting receipts when paying by cheque, as the cheque in itself is all the receipt that is necessary.

Having more money than ever before, the farmers' purchasing potentialities should be the greatest in the history of the country.

Give Attention to Complaints.

A writer in an exchange says that the customer with a complaint should be given more attention than the customer with an order. It will be difficult to get some dealers to agree wholly with this statement, but there is no doubt that the advice to give full attention to complaints is worthy of emphasis. Regular customers are too valuable to a store to run chances of losing them by not giving full consideration to their complaints.

One of our most successful retailers has said that the customer is always right, not meaning, of course, that complaints should always be made good. If the customer has justification for her complaint no attempt should be made to dodge it. It should be made good. The small loss is usually compensated by the future trade that you will get. The small saving made by turning down a customer is usually more than made up for by the big loss of her entire future trade.

It pays to give proper attention to customers' complaints.

Mature your plans for the spring clean-up campaign.

Loss to Business Through Crime.

It cost \$77,828.15 to feed and clothe the 19,250 prisoners which last year occupied common gaols in the Province of Ontario. This is a little over \$30.50 per head.

The few merchants who were fortunate enough to secure contracts for supplying the food and clothing no doubt reaped some benefit therefrom. But that the great mass of business men in the province would have reaped still greater benefit had these 19,250 prisoners been free men and women, there can be no doubt.

Had each person incarcerated been free, \$30.50 would have gone but a short distance towards supplying his or her needs in food and clothing for a twelve-month

period. On the contrary, the average, at the very lowest, would have been \$200, or \$3,850,000 for the 19,250 people. But because they were only feeding and clothing prisoners, all the business men of the province obtained was \$77,828.15.

This gives some idea of the difference in the economic value to the business men of Ontario between people who live in gaols and those who live in ordinary homes.

But even that does not include all the economic loss. In order to ascertain that it would be necessary to know how much the purchasing power of dependents was curtailed by the incarceration of those who, in whole and in part, contributed to their support. That is, of course, past finding out.

SHORT EDITORIAL NOTES

Of two evils, it isn't always necessary to choose either.

* * *

Don't be afraid to spend some of your money to get good window dressing ideas. You can't think up all the good plans yourself.

* * *

Keep track of sales closely and make sure you are keeping up to your schedule.

* * *

It is a pretty safe rule to show no partiality in serving customers. Take each in their proper turn.

* * *

Bear in mind that a receipt is unnecessary when payment is made by cheque. The cheque, in itself, is a receipt.

* * *

It is good business to check up freight bills, to see if they are correct both in addition and freight rate according to classification.

* * *

Keep plugging hard for business. A slackening in effort means a falling off in sales. To expect trade dullness is to invite it. Keep the sales sheet in mind.

Passing Thoughts on Business

By W. L. E.

Perseverance is a good thing as long as one perseveres in the right direction.

To the wide-awake retailer there is no period in the year when to cultivate business is unseasonable.

The clerk who attains success in life is he who is zealous for the success of his employer's business.

Advertising that is not backed up by good service in the store, like a battleship with an ineffective crew, loses much of its effectiveness.

Those who practice putting off till to-morrow that which should be done to-day have a weak spot in their will power.

Windows Should Attract Attention and Also Sell Goods

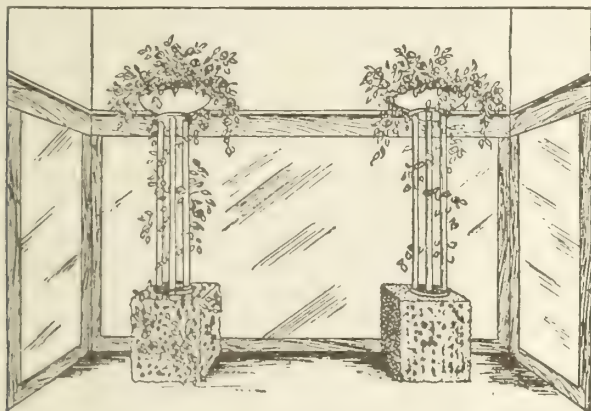
The window display should not only appeal to the eye and attract attention but also create sales

By ERNEST SELLAR

EVERY dealer can recall instances where a window display has been such as to attract attention and yet has fallen down in its main object—that of selling goods. There is undoubtedly a certain general publicity value for the store in a display that attracts attention, no matter how that attention may be attracted, but there is a greater value in the display that brings in direct returns.

Good Ideas Spoiled by too Much Detail

I have known many ideas, quite excellent in their inception, to be completely spoiled by too much detail addition, which serves to divert attention from the



This and other illustration on this page are backgrounds for spring windows, designed by J. M. Imhoff, in the Merchants Record. Both of them are simple and can be made of composition board and lumber covered with plush or felt, the moulding in the same or contrasting colors.

central theme. A window which does this must be regarded as having more or less failed in its mission. It must be remembered also that the simpler the window the more easily can it be dressed and undressed. It does not require two or three days to make it up, and it presents a much more striking appearance without undue labor or expenditure of time.

As a general rule the measure of the window's value to the retailer is the measure of the simplicity, plus the suggestion which the dresser is able to put into it, and if it results in creating a special demand for the particular line featured, it rests then with the enterprise and business acumen of the retailer to see that the interest once awakened is never allowed to entirely die out.

Mechanical Devices

In many displays to-day a mechanical device or centrepiece is used, with the idea of riveting the attention of passersby, and from this standpoint alone the idea doubtless succeeds, but I remember instances in which it has been pushed too far, and the mechanical arrangement made so prominent or so amusing that it tended rather to attract the exclusive attention of the public, and entirely overshadowed the specialty which the window was supposed to advertise. There is this risk ever present with mechanical displays, and the dealer who contemplates them would do well to remember that they fail in their purpose unless they are subservient to the goods shown, and unless they serve to show up those goods and fix the attention of the be-

holder upon them. It is the goods which the shop desires to sell that should be the central feature.

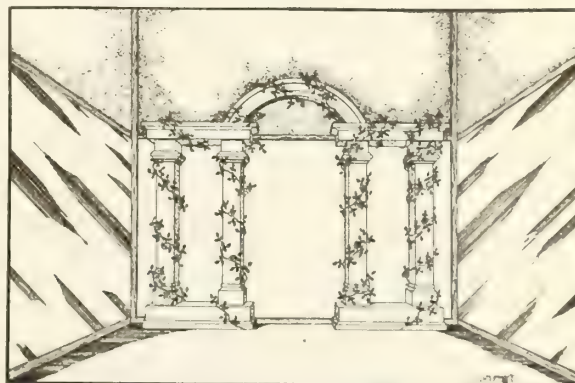
The same thing applies to attempts at scenic display. It is quite easy for the beauty or novelty of the setting to entirely dwarf the goods which it surrounds, and particularly is this the case where too much detail is introduced. Both scenery and mechanical device must, to be successful, have a direct bearing on the goods displayed, and must be so employed as to draw direct attention to them.

It is certainly desirable to have windows that will appeal to the eye of the passerby and attract attention, but in securing beauty or an attention-attracting feature it is not wise to sacrifice selling power.

COLOR COMBINATIONS

A department store in Chicago has issued the following list of colors as harmonizing for the guidance of its sales force when making recommendations to its customers, says The Chicago Furniture Journal. They make a set of good combinations for the window trimmer:

- Blue and white.
- Blue and gold.
- Blue and orange.
- Blue and salmon.
- Blue and maize.
- Blue and brown.
- Blue and black.
- Blue, scarlet and lilac.
- Blue, scarlet and black.
- Blue, brown, crimson and gold.
- Red and gold.
- Red and black.
- Scarlet and purple.
- Black with white or yellow and crimson.



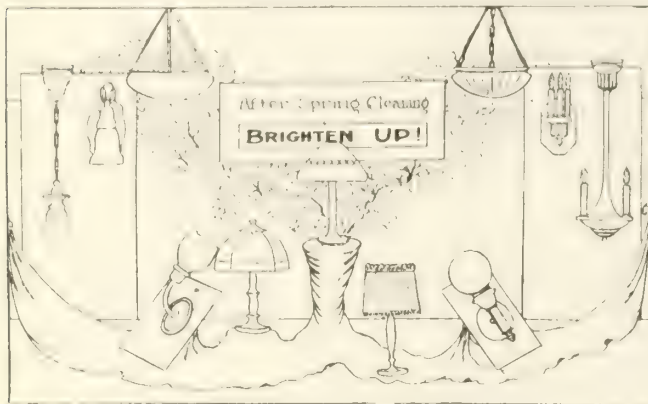
Spring arch background to herald approach of new season.

- Scarlet, black and orange.
- Crimson and orange.
- Yellow and purple.
- Green and gold.
- Green, orange and red.
- Purple and gold.
- Purple, scarlet and gold.
- Lilac and gold.
- Lilac, scarlet and white or black.
- Lilac, gold, scarlet and white.
- Lilac and black.

SUGGESTION FOR SPRING LAMP DISPLAY

AT this season of the year, greater attention should be given to window display by every dealer. During the winter, people have preferred more to hurry home to the fireside than to linger about the streets, looking into the window. It is different now, however. The weather has moderated to a considerable extent, and people are more inclined to "window gazing" if there is anything to interest them. The live dealer should take this cue and see that his windows are arranged so that they will catch the eye of these people. They should be changed oftener now, and every effort made to keep them bright and attractive.

"Spring housecleaning" starts with the first mild days. The desire to clean up and brighten up seems to



Suggestion for spring lamp display window.

be in the air, and the alert dealer in lighting fixtures should find this an excellent time to carry on a selling campaign in chandeliers and other lighting supplies. The shabbiness of present fixtures is more apparent to the housewife during the time when she is cleaning and dusting. Possibly the walls and ceilings are being redecorated, occasionally prospects for fixtures can be obtained through the wall paper dealer who is doing this work. Of course, the house-wiring campaign will be productive of many customers if closely followed up.

It is said, "If you wish to sell more goods, learn more reasons why people should buy them." At this time of the year one of the reasons people should buy new chandeliers is that their present ones do not measure up to the standard of their renovated homes. This is a good talking point for salesmen.

The accompanying sketch is a suggestion for a display to be used at "housecleaning time." A large panel-card on the background reads: "After Spring Cleaning—Brighten Up!" To give a Spring-like appearance, artificial foliage is arranged across the background. At either end of the display, panels are fastened to the background. A small piece of wood extending out from the top of the panel acts as a support, from which the chandeliers are hung. The wall brackets are fastened to the panels. From the permanent outlets in the ceiling domes are hung. In the middle of the window a pedestal, supporting a portable lamp, is draped with velour which is shirred over the floor and draped from the background at each end. Wall brackets are fastened to small panels which are supported by a small stand or box.

SUGGESTION FOR EASTER WINDOW DISPLAY

Lighting equipment for the home should be featured strongly in show windows at this time of the year.

With the coming of a few mild days, people who are planning to build homes begin to get down to the details and can be reached through the show window.

Easter Sunday is observed on Apr. 24th, and the occasion can be used for special features in the show window. The decorative feature in the illustration consists of a dark purple cardboard circle with a white Easter rabbit with a festoon of Easter lilies. The rabbit can be obtained from a card writer. Easter lilies made of crepe paper can be bought from five and ten-cent stores and serve very well for the purpose. When artificial flowers are used the petals should be spread out to give a natural appearance. At the bottom of the festoon a bow of ribbon with long streamers is fastened.

The drawing shows two ways in which wall brackets can be displayed. Against the background are shown two panels on which the brackets are fastened. These panels should be cut from composition board. This material comes in pieces eight feet long and four feet wide and is 1/4-inch thick. It is a wood veneer with an outer covering of heavy paper and takes paint readily. The panels shown are five feet six inches long and thirty inches wide, and are covered with dark green or blue velour or other material. A dark color is preferable for covering as the details of the brackets show up more clearly against it than when a light color is used. In the foreground brackets are fastened to smaller panels (14 in. x 22 in.) made from composition board and covered with the same material as the larger panels are. Small stands that are used to support the panels are draped with velour which is shirred around the base of the panel to give a finish. From a permanent outlet in the ceiling a chandelier is hung. Other



Diagram of an Easter window display.

chandeliers could be hung on either side and other wall brackets displayed on small panels. If desired, some of the panels could be covered with wall paper, but it is advisable to use dark velour for most of them because of the effective contrast as spoken of above.

For a time during housecleaning season the windows should be devoted to displays of various seasonable lines, a change being made at least once a week.

In view of the strong sentiment in favor of Canadian-made goods it would be a good idea to make occasional special displays of them.

Do not crowd the windows or attempt to display at one time a number of lines which have no affinity for each other. Aim to make the display striking, so that a passer-by can grasp its import at a glance. It is as unwise to crowd a window as it is an advertisement.

Collins' Course in Show Card Writing

29th of a series of
articles specially prepared
for this journal.

April—the month of capricious weather when one does not know what a day may bring forth, atmospherically. But nearly everyone welcomes the month as a harbinger of Spring. And every housewife knows that Spring and the annual housecleaning are inseparable.

Almost all tradespeople are affected by seasons to a great or lesser extent. This is particularly true of the

and advertising talk. A window dressed with this outfit makes an effective and convincing display. A suitable card for such a window can be made on a half-sheet upright, with such wording as follows:

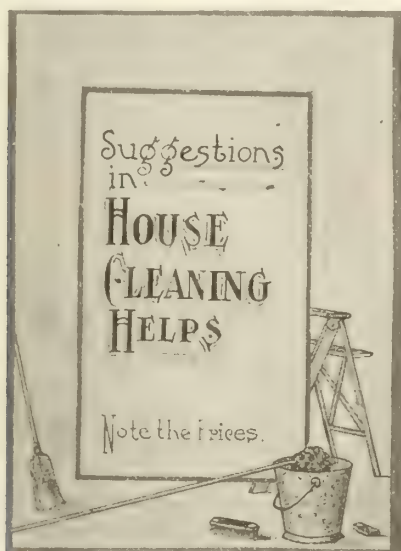
COMPLETE FURNISHINGS FOR DINING ROOM

Paper	-	-	-	\$ 3.00
Molding	-	-	-	1.25
Window shades	-	-	-	1.00
Curtains and poles	-	-	-	3.00
6 chairs	-	-	-	20.00
Table	-	-	-	25.00
Side table	-	-	-	2.50
Buffet	-	-	-	30.00
Rug	-	-	-	20.00

105.75

These prices are merely suggestive. A bedroom or parlor or other room may be treated the same way.

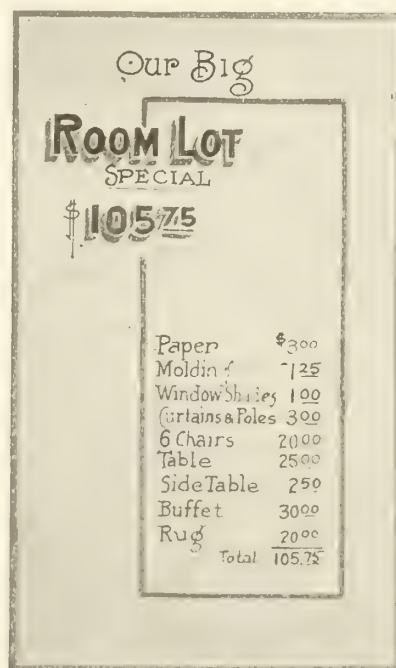
A very attractive window can be arranged with a showing of the smaller housecleaning needs mentioned above. Borrow from your friend, the drygoods merchant, a woman figure and dress it in a house dress, apron and cap. Place in the hands a floor brush or polishing mop. This will be doubly attractive in your



Timely window card for spring cleaning time.

furniture and hardware trade. And Spring is the time to get after the housecleaning trade. In the smaller towns wall paper, window shades, linoleums, and other house furnishings are carried by many stores, in addition to the regular lines of furniture and hardware. These may be classed among housecleaning needs, lines that should be boomed during the month of April. And in addition to these larger articles there are smaller home necessities that should be pushed to the front at this particular time. These include brooms, mops, pails, soaps, floor brushes, window brushes, stove and other brushes, stepladders, etc. Then come the various polishes for furniture, stoves and many other articles about the house. Paints for outside use, and paints, enamels and varnishes for the interior all figure in housecleaning needs, and should be pushed with untiring vigor during this season. A few real good leaders and extra space in your newspaper advertising should work wonders in producing extra Spring business.

Hardware stores that carry wall paper can outline room-lot specials, comprising full furnishing of any room at a certain price. For example, a dining-room completely furnished, with suitable paper for walls and ceiling, tables, chairs, buffet, side table, pictures, room molding, shades, curtains and poles, rug, etc., all complete for a certain amount. This will not prevent each article being priced separately, and there should be no reduction on the lot. It should also be understood that any article may be purchased singly at the price marked. This room-lot idea makes a splendid selling



Another seasonable window card for April.

window, as it is unusual to see such a figure out of a drygoods store. Price ticket every article and place a neat and attractive card in the window in addition to these individual price tickets.

Hardware merchants should begin at this season to push their building materials, paints, farm needs, im-

plement repairs and parts, preparatory to the rush for these goods in April.

Store and Window Decorations

There can be no reason why furniture and hardware and other stores should not do more decorating in the store and windows.

Sample Cards

The cards on preceding page will open up your idea box for other designs. The room-lot card gives an idea for a window display card mentioning the price of the



White on over dark colored background.

individual pieces and total for the room. This is done on a plain card with the large letters and figures in red and the small ones in black. The shading and border and panel lines in grey.

The housecleaning card is more difficult to execute, on account of the articles at the bottom. These, however, may be cut from magazines and pasted on with good effect. The lettering may be in red and black and the shading in pale green.

IF March and April are the courier months announcing Spring's arrival, May is the month that announces its presence. It is now that Nature begins to fuss up. All out-of-doors beckons us to come forth and enjoy the rejuvenating surroundings that only May is capable of giving. New flowers and buds and leaves and grasses, all resplendent in their new colorings, wonderfully suggesting a newness of things in general. And this newness that the awakening flowers suggest should awaken an interest in the purchasing of new hardware and other new things to enliven and brighten the home.

The housecleaning season will drag its weary way along down through April and May, and the hardware dealer will do well to keep hammering away in his ads. and window displays at the advisability and appropriateness of buying new home needs during this housecleaning period.

Do not overlook Easter and its advantages as an advertising feature. Decorate your displays and store with the various colors and emblems that this day suggests. Purple is the color, but this season greys and reds and cyclamen (note that the color is spelled with an "o" and the flower with an "e") are quite in the fashion, so it may be well to use these colors. Then there are the many little emblems, chicks, eggs, rabbits, etc., that are to be had in endless variety of sizes and colors. These will lend an attractiveness to your displays and decorations that will make them charmingly effective.

As the bright, warm May days come, people will be-

gin to turn to out-door living. Then it will be well to get into line by advertising lawn, verandah and porch chairs, swings, hammocks, etc. And it will be well to keep just a little ahead of the season in the advertising of these lines.

It must be remembered that as the warm days appear lovers of outdoor sports will begin to get into line for their various games. The hardware dealer may not have much to offer in the way of sporting goods, but with a little ingenious foresight he can make use of the sporting interest of his town for an advertising medium. The plan is to give a silver cup to be played for by the local or town baseball league. Announce in your advertisement for at least one week before displaying the cup that you purpose giving this trophy. Describe it minutely and announce that it will be displayed in your window for the first time on a certain day. Fix the hour at 12.30. Two days before the time for displaying the cup place a plush-covered pedestal in your window with a card on it bearing the following announcement:

"Promptly at 12.30 Tuesday Mr. So and So will place on this pedestal the handsome silver cup trophy we are giving to be played for by the city league baseball teams. Be one of the first to see this splendid sample of the silversmith's craft."

There is little doubt but this will bring a good-sized crowd to witness the performance. Secure some prominent man, who is a great baseball enthusiast, to place the trophy on the pedestal. He may be a banker or doctor or lawyer or other prominent citizen. Leave the cup in the window with an explanatory card on it for the balance of the week, then place it in your store. Each day there is a game played place it in your win-



Plain card with colored lettering and shading.

dow again with a card announcing: "This cup is being played for to-day by the Tigers and Cubs of the city league."

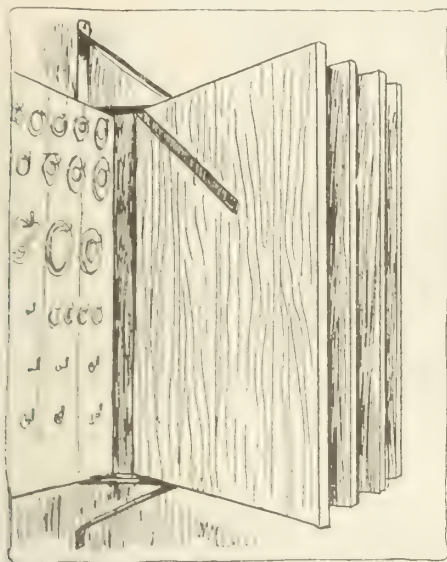
This will create much talk about your store and every time baseball is mentioned it will mentally associate your store with it on account of the trophy. It will also class you as a good sport, all of which is good advertising.

It is now the hardware merchant should boom outside paints, roofing, builders' hardware, seeds, lawn and garden hose and tools, wheelbarrows, lawn mowers, etc. From these there should be enough to make a dozen or more good window displays during the latter part of April and the month of May. And every window should have an appropriate card, and each article should bear a price ticket.

For the Automobile Supplies Department

Handy shelf bracket for small parts—Anti-skids for tires—Safety devices for old cars—New tire holder

A very handy and efficient method of storing gaskets and other small parts of a similar nature in the repair shop, stock room, or accessory store is described by R. R. Sharp, of Packard Cleveland Motor Co., in Motor World. As shown in the illustration, the arrangement consists of a number of boards, all hinged to the same



A large variety of gaskets and small parts of a similar nature may be stored in a very accessible manner on hinged boards as shown in illustration.

support in a manner similar to the display devices used in some store windows. With such an arrangement a large variety can be stored in a small space and is very accessible, so that no time is lost in searching through drawers or bins for the particular shape and size desired. The form of each type is painted in with black paint beneath its hook, so that there is no danger of a new lot of gaskets being misplaced.

SELL AUTO DEVICES

Press clippings that come from all points of the compass contain reports of persons being injured by the careless cranking of autos and also from the result of firing the gasoline by careless use of fire in smoking cigars and cigarettes and other ways. The cranking of machines by hand has in a great measure been done away with, by the self-starting attachments that are now provided on the most of the machines. And yet once in a score of times comes the report that a machine has been started by the operator while the mechanism was in clutch, and one instance comes reported where the operator was killed by the sudden starting of the engine when not in proper order. The great danger of the automobile is the familiarity that is acquired so quickly in handling the powerful engines. One barely realizes the great danger from the movement of such a powerful machine that runs in any direction, when such extraordinary care is taken to avoid the railroad locomotive when it is confined to the track, and can only go in two directions, backward or forward. It is a wonder that more people are not

killed or mangled. The automobile is coming into such general use that hardware dealers would do well to suggest improved devices to owners and users of cars.

SKIDDING DAMAGES TIRES

A great deal has been written about the effect that skidding has upon the motor car, but there has been very little said in regard to the effect of skidding upon the tires. It is acknowledged by the majority of motorists that a skidding car is a menace to all road users, but the effect of the skidding upon the tires is usually ignored.

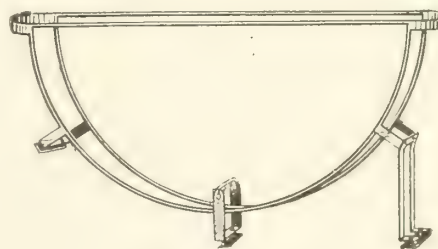
The smallest damage to tires done by skidding is to wear out the treads—through loss of traction they spin on asphalt and macadam with the same effect as though they were held against a revolving grindstone—and the side slip of a skidding car exerts such a strain on the tire fabric that it will often separate the plies. Shortly after this abuse the tires are likely to blow out.

Looking at the skidding problem from this angle it is quite obvious that an efficient anti-skid device, such as tire chains, will not only preserve the life of the car owner but will also prolong the life of his tires. Here is a tip for hardware dealers handling auto supplies to suggest tire chains.

NEW TIRE HOLDERS FOR FORD CARS

The McKinnon Dash Company, of St. Catharines, are adding several new auto accessories to their line of specialties. Among them are two tire holders for Ford cars—one for a single tire, the other for two tires.

They are made of steel, electrically welded—light yet strong and durable. Their japan finish, carefully



Tire holder for Ford cars, manufactured by McKinnon Dash Co.

baked on, makes them bright and attractive. They can be easily and quickly attached to the running board and fender at the left of the front seat where the tires will be kept cool and clean—well away from heat, dirt and oil. They hold the tire securely with no "side sway" to loosen the fender or running board. They have a simple locking device to prevent theft. They can be used for smooth or non-skid tires, with or without covers, and detachable rims.

"How is she at hill-climbing?"

"My dear sir, you'd never know that you were on a hill with that car if it wasn't for the other cars blocking the way."

Business Methods as Discussed by Exchanges

THE UNAMBITIOUS SALESMAN

A salesman who is not ambitious, who does not try to make his work better from day to day is not the right kind of a salesman for the progressive merchant any more than the unambitious merchant is a good man for the wide-awake salesman to work for. Every man should wish for better things. In order, however, to reach a higher position you must first analyze your present position. Study yourself. Pick your ideas, methods and inclinations to pieces. See if you have learned all that you possibly can in your present location. Can you do better to-morrow than you did to-day? If you can, you still have opportunities where you are. If you cannot, either there is something wrong with yourself or you should seek larger fields. You may think you know yourself and your position, but you do not if you are an average man. The average man has not gone quite that far. He knows his neighbors, his pal or even his enemy better than he does himself because he has watched them and studied them.—G. A. Townsend, in *Hardware Age*.

TOYS IN THE SPORTING GOODS DEPARTMENT

A sporting goods dealer discussing the toy stock with the writer a few days ago said: "We originally stocked toys as a sort of catch-penny plan. Many children accompanied their parents to our store to buy sporting goods, and by stocking toys we found that we could make many small sales. Our toy sales increased, and if one were to ask me now why we carry toys I would have to answer: 'To attract the parents to our sporting goods stock.' Every day we have parents with their prides and joys come in and explain that 'Willie just would come over to see the toys. No, we don't want to buy anything—just want to look;' and many of them don't do anything but look, but we have had the opportunity of showing them our goods—they have stepped inside our door, and that is worth something to us. Originally I discouraged toys. It looked like a business lacking in dignity. I couldn't reconcile myself to the task of winding up a mechanical toy to show Willie and mother how it ran, but I have gotten over that. To-day I find myself taking as much interest in the toys as I do in the sporting goods. Of course, this may be accounted for by the fact that about a year ago we had a young hopeful come to our house. I can now understand the minds of the men and women who come here with their children to look at the toys."—Sporting Goods Dealer.

THE PERSONAL CONTACT

If any truth in connection with the retail selling of hardware has been driven home by the relation of personal experiences, it is that the merchant of to-day cannot isolate himself from the interests of the community about him. The smaller the town in which his business is done, the greater is the emphasis upon this fact. Mail order competition, telephone communication, rural delivery, and suburban car lines, that lead from every quarter into the cities, have ended any chance of a mer-

chant feeling that people must come to him for goods or go without. The consumer has become a very independent person, especially when he owns an automobile and can do his trading in the next town if he cares to.—*Hardware Dealers' Magazine*.

GETTING PROFITS LIKE PUMPING WATER

Getting the profits out of business is sort of like pumping water from a pump that requires priming. First, we must pour our little can of water into the pump and then work the handle fast in order not to lose what we poured in and then finally the water begins to come—slowly at first but gradually faster until we have a steady stream of water pouring from the well into which we poured the small can of water.

The main water supply is hidden, but it's there, and we have but to work a little to get it out.

It's the same way in getting the "hidden profits" from business, we must pour in a small can of profits at first, and then work the "business pump handle" fast in order to realize what we put in. Finally we begin to see some returns and then there follows a steady stream of profits.

But business works sort of like that old pump—unless you keep the handle moving and the water coming—the pump is going to need priming again before you can get any water.—By James I. Haynes in *Hardware Trade*.

THE DIFFICULTY

It is one thing to get a job, quite another to keep it. Almost any of us can accomplish the former; but few of us in the broader sense hold down our jobs to our own mental and spiritual satisfaction. To keep forever the initial enthusiasm, the first glow of pride in our work; to retain the glamour, and never lose the dream of high endeavor—these are the difficult things to accomplish, and not many of us come out triumphant.—*Exchange*.

WOMEN SHOPPERS AND THE LAW OF AVERAGES

Statistics go to show that the average woman makes an actual purchase in the third store which she visits. In the first she gains certain information; then, desiring to get the full value of her money, she goes elsewhere and finds that the prices are perhaps two or three per cent. lower. This establishes an element of doubt as to the honesty of purchase in the first instance, and she goes to a third store, where the higher of the two prices is quoted, and then, being too tired to return to the first store, she makes her purchase on the spot.

Of course, this works out all right in the end because in some later instances, the third store becomes the first and the first the third, and so by the law of averages, it adjusts itself automatically, but it certainly makes a lot of work for the woman herself and the—well, we presume the clerical force should not be taken into consideration—at least that is what some people think.—*The Torch*.



One of the many pretty rooms shown in "Homes Healthful and Beautiful"

Wide Awake for 1916

Have you sorted up your Alabastine stock for the coming Spring trade? Our 1916 literature has plenty of punch in it, and our *New Process Alabastine* will back up the advertising and give you a crop of satisfied customers.

The illustrations in "Homes Healthful and Beautiful" (new edition), perfectly represent interiors tinted with Alabastine. These can be reproduced by anyone from the tints you have in stock.

Use our attractive and novel selling helps for the window and counter, and be ready for larger Alabastine sales than ever. Alabastine tints cost no more, but paint prices are away up. Alabastine pushes itself this season. Many expert decorators have enlisted, but with our helps the amateur will produce good work.

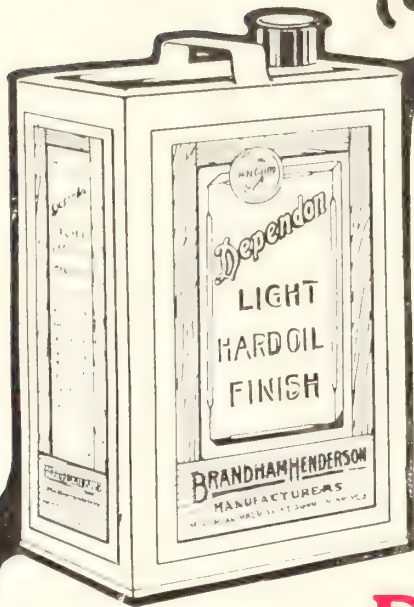
Order Early in Order to be Supplied

The Alabastine Company, Paris, Limited

5 Willow Street, Paris, Canada



REPEAT ORDERS



No one ever yet built up a permanent business with inferior goods. It isn't the first sale that makes the business, but the repeat orders you get from satisfied customers, who come to you because they know by experience you sell the things they want.

DEPENDON LIGHT HARD OIL FINISH

is a trade-builder because it has precisely the qualities that appeal to practical men—dries hard, rubs to a fine polish, will stand hard wear and is always uniform. It is the most dependable hard oil finish made, therefore the surest to give satisfaction and bring the customer back for more.

IT PAYS to sell DEPENDON because the first sale means a steady customer

BRANDRAM-HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg



The Right Paint To Paint Right

**RAMSAY'S
READY
MIXED
PAINTS**

Ramsay's Paints have covering and lasting qualities that are nothing short of extraordinary—and they pay a generous profit.

A. Ramsay & Son Company

Toronto

MONTREAL

Vancouver

Established in the year 1842

Jamieson's Pure Prepared Paints



There are many kinds of paint—*Good, Medium* and *Bad*. Some cost high and are not worth it. Some are cheap and full of adulterants.

We don't claim that ours is the only good paint on the market, but we do guarantee it, and it sells at a moderate price.

Facts count more than all the talk in the world.

Give us the opportunity to place our proposition before you.

It costs nothing to investigate. Write to-day

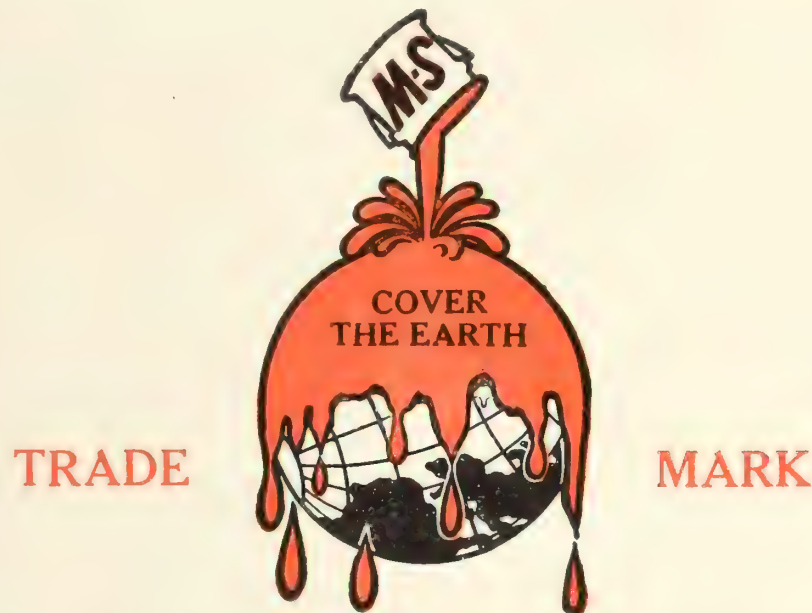
R. C. Jamieson & Company, Limited

ESTABLISHED 1858

Owning and Operating P. D. DODS & CO., Limited

MONTREAL, CANADA

PAINTING TIME IS HERE. All dealers have by now carefully thought over the paint situation, and know what they can expect in the paint trade. Are you one of the agents of The Sherwin-Williams Co. who are taking advantage of the extensive campaign we are running to aid you in your sales? We are sending out hundreds of personal letters to our agents' customers, explaining to them the proper use of our different products. We cannot arrange to increase your sales without your help. Send us in the names of those parties situated in your district who intend to, or should paint. Advise us whether it is a floor, outside of the building, or other special work necessary, and leave the rest to us. We will see that a personal letter is sent to each party for you. Do not forget that our goods are known to every consumer, and what it means to be backed by this



THE S.W. CO. are now sending out their Spring mailing features according to the lists you have supplied. Let us follow up this good work for you.

Are you using the Paint Up and Clean Up Week to proper advantage? See that your windows are properly dressed. Let us help you by sending our window trim if you have not already received it. We have some new and original electrotypes for newspaper work which will be gladly furnished to you upon request. Take this opportunity of making your store the headquarters of the Paint Up and Clean Up Week, and also the headquarters of The Sherwin-Williams Co., in your district. The paint that is in demand this year should be carried on your shelves.

Are you with us in this big proposition? If so, let us assist you in your endeavor to increase your sales and out-put of the best line of goods for every purpose, and which bears the name

SHERWIN-WILLIAMS

COMPANY OF CANADA, LIMITED

MONTREAL TORONTO WINNIPEG HALIFAX CALGARY VANCOUVER



Our special mailing features have been sent to you if you are a Canada Paint Agent, explaining the many kinds of dealer helps which we have to offer. Are you making full use of these helps? If not, you are losing an opportunity to increase your sales. The demand this year for

CANADA PAINT

will be greater than in previous years. For your success you should carry this line of paint. We are getting in touch with your customers for you, placing the products which you are carrying before them, and the demand is bound to come in. Your stock should be up-to-date, and in order to be so, you should carry a full line of our products. If you are not a Canada Paint Agent, this is now the time to look into our proposition.

Our dealers helps will bring not only paint sales to your store, but also demands for other lines which you carry—increasing your business generally.

Opportunity knocks at a man's door only once—so write us to-day for full information and see that you are connected with a firm who are interested in your success.

THE CANADA PAINT CO., LIMITED

MONTREAL

TORONTO

WINNIPEG

CALGARY

HALIFAX

OXIDE MINES: RED MILL, QUEBEC

Store Service and Honesty in Advertising

Price alone will not increase or hold trade—Price cutting is cussed laziness—Quality and service is what counts.

By HARVEY R. YOUNG

Advertising Manager, Columbus (Ohio) Dispatch.

THESE two subjects are receiving more attention now than at any time in the history of business.

It would require hours, yes, days, for me or any other man to thoroughly cover either, so I shall give you but a few thoughts on both, and will take up store service first, because without service advertising cannot be 100 p.c. efficient.

There has never been a time when the function of service in business was developed to such a marked degree. It is the tendency of the times and anyone ambitious to succeed ought not to be so short-sighted as not to recognize it. Special sales and cut prices, alone, will no longer hold or increase a trade worth while. Remember, too, that price competition can become so keen that either you, your competitor, or both of you will eventually have the little red flag hanging from your door.

Total cost plus profit. That is the only legitimate basis of price, and the merchant who makes a constant practice of selling up-to-date, desirable merchandise below the gross cost to him, is committing commercial suicide. It may be slowly but it is sure. In some few stores of the old school, where salesmen have the free hand, price-cutting has become just poor, cussed laziness. The salesman who does it is too indolent to exert himself to work—and selling goods is work. After a few, half-hearted efforts such salesmen lay down and disgrace themselves by slashing a price that is already pared down to the quick.

Recent investigations made by the System Magazine show that quality and service appeal before price. Inquiries sent to a number of women, asking for information as to whether price or quality and service appealed first, resulted in 51 1/10 per cent. in favor of quality and service, 26 1/10 per cent. for price, and 22 8/10 per cent. did not give any definite reply.

It might interest you to know the experience of L. C. Rockhill, manager of the automobile tire department of the Goodyear Tire & Rubber Co., in Chicago. Some years ago the tire people along Automobile Row developed a mania for cutting prices. Mr. Rockhill was practically the only tire man refusing to enter into the cut-price competition. He made his motto "service first," and delivered the goods. He told, through judicious advertising, about his tire service at a fair price, and after eight years he was the only tire man of the original number remaining in business—the others sold out, quit business, or failed.

The most successful in retail affairs of to-day, as in any other branch of endeavor, have opened their eyes to the fact that business is no longer the cold-blooded-everybody-for-himself proposition it once was. A humanizing influence has sprung into being—a coming into closer contact with the customer by giving him more conveniences, greater consideration, and a higher grade of service.

One of the world's greatest sales managers tells us that selling is 80 per cent. of every business. Selling has been a battle of wits ever since Eve sold Adam, to the present-day automobile sales manager who sells a thousand cars a day. Selling railroad tickets is as im-

portant as selling shoes, furniture or any other commodity. You never heard of a salesman selling one shoe, but that is exactly what the ticket agent does when he fails to sell a round trip, if the purchaser intends to return, and the same is true of a furniture salesman who sells a bed without the springs, just because the customer only asked for a bed.

Here I want to quote the editor of the "Silent Partner," published in New York, who says: "If your business is bad, get down off the load, and take a look; find out where the fault lies. You may find that right in front of the left wheel there is a rock—a rock of indifference on the part of your selling and service organization. You never see this rock unless you get down off the load and mingle with the salesmen; be one of them at times."

I recently heard that wonderful man, Hugh Chalmers, say: "Your time does not amount to much as an individual. We, who handle men, only succeed as we intelligently direct their work." And here again I quote the "Silent Partner" editor, who says: "Brain service can be bought, lip service can be hired, physical service can be contracted for, but heart service is the kind you get when you pay in the coin of appreciation, kindness and consideration. Service is the true basis of all good business and until you get the heart throbs of your organization working with you and not just for you, you lack one element that is of more importance than you perhaps think."

A writer in the "American Cabinetmaker" makes the statement that 80 per cent. of the men employed as retail furniture salesmen would better be classed as order takers. He also made the assertion that there were only four stores in Philadelphia employing real salesmen who were actually competent to wait on customers. Personally, I don't believe this percentage is any way near as bad in Ohio; in fact I know that it is not in Columbus.

Just last week I had a capable person do some shopping among furniture stores of Columbus. He visited twelve representative concerns and I am pleased to report that in seven out of the twelve he received good service. In five of these stores salesmen showed little interest and did not seem to know the stock. It grieved me, though, to learn that only one salesman in all of the twelve stores had a copy of the store's advertisement. What interested me most of all was that in one of the most prominent of the twelve stores the salesman did not know anything about the advertising, and when an advertised article was asked for he appealed to three of his co-workers, none of whom read the advertisement or could give any intelligent information about the advertised goods, yet it was the owner of this self-same store who, only a few days ago, told me he doubted very much if advertising paid.

There is no doubt in my mind but what hundreds of people discontinue trading at certain stores because salespeople do not know the stock. Customers become disgusted waiting while clerks are finding out what is in stock or what was advertised. It is also surprising to note the number of discourteous salespeople there

are. I don't want to bore you, but I want to relate three recent experiences that show not only a lack of knowledge, courtesy and tact, but fool salesmanship as well.

A lady, whom I know personally, visited a certain large store in response to an advertisement of Hudson seal coats. She took an intimate friend with her who had had considerable experience in buying. When a garment was tried on, no criticism was made, except this lady asked her friend, "How does it fit?" The friend replied, "It is a little full in the back, however that can easily be altered." But the tactless salesman, who, by the way, was the manager of a leased department, replied, "Whoever says that coat is too full in the back don't know what they are talking about and is not posted on New York styles." The lady friend replied, "Well, I have been in New York"; and again this brainless, so-called salesman repeated his insulting remark, resulting in the ladies leaving the store and buying a \$165 coat a few doors away. This salesman needs to pay some attention to the famous motto of Marshall Field, "The customer is always right."

Recently my son 'phoned me late in the day at my busiest hour and requested that I buy him a sleeping suit. I attempted to make this purchase over the 'phone and called what I considered one of the best-managed stores, and, by the watch, I was fifteen minutes being transferred from one department to another, each telling me it was carried in the other department. Patience ceased to be a virtue. I then 'phoned the advertising manager of this store relating my experience, and he replied, "Mr. Young, I am much disappointed, but not surprised. We have quit using our telephone numbers in our advertisements because we have had so much trouble in getting our employes to give good 'phone service." I 'phoned another large store for the sleeping suit and was immediately connected with the proper department. The manager of the department, himself, said, "We have just what you want." I left my desk, went to this store, and found that he did not have the garment at all. His explanation was, "Well, it was here some time ago."

A short time ago I was in a furniture store when a man with his wife and child came in to look at a go-cart that had been advertised and was on display in the window. I felt sure they were out to buy, because the wife seemed very tired from carrying the child. The salesman who waited on them did not even understand how to unfold this go-cart, in fact, he made an utter failure of showing them how to use it; naturally they left the store without buying.

Gentlemen, when the Pennsylvania Company, the world's greatest railroad system, selling transportation (an absolute necessity) makes knowledge a requirement and service and courtesy their motto, you can well afford to improve yours. Mr. Lovelace, the Pennsylvania ticket agent at Philadelphia, pointed out that during a recent snowstorm their information bureau answered courteously and intelligently more than 5,000 calls from annoyed patrons, delayed by late trains, between the hours of 1:00 in the afternoon and 1:00 next morning.

If you are a booster with the right spirit, and are full of enthusiasm, no matter what city you are from, there is not a better town, with better lines to offer, hence when you are outsold, it is because the fellow in the other town was a better salesman, and not because he had better goods.

Financial and commercial men who study the public pulse all say we are on the threshold of a big season's

business, so now is the time to stimulate organization. Call a meeting of your salespeople the first morning, or evening, after you reach home, while the good impulse and inspirations obtained at this convention are on you. Give them a few minutes' talk about courtesy and service, teach them to be alert, enthusiastic, to talk your merchandise in a manner that reflects confidence; then show them the new goods that are arriving, explain about this line or that, why each is so good, why you were fortunate in securing a certain line of beds, or chairs at such a low price. Fill every man full of "pep" and good logical selling arguments. Remind them of the importance of watching and studying your advertisements.

If a particular salesman has stopped producing, have a heart-to-heart talk with him, if possible. Find out the cause, encourage him anew, and, on the other hand, if he is going ahead, you should still urge him on. It takes effort in every walk of life, and when a man fails to put effort into his work, you want to head him for the junk heap—and head him there quick. You may be losing what at one time was a good man, but the effect on the balance of the force will surprise you.

And last, but not least, take your salesmen into your confidence regarding purchases, sales, displays, etc., and you will soon have intelligent people serving your trade, instead of wooden heads.

SIMPLICITY IN ADVERTISING.

By H. M. Howard

Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression, it looks as much out of place as a ball dress at the breakfast table. The buying public is only interested in facts. People read advertisements to find out what you have to sell. The advertiser who can fire the most facts in the shortest time gets the most returns. Blank cartridges make noise, but they do not hit—blank talk, however clever, is only wasted space. You force your salesmen to keep to solid facts—you don't allow them to sell muslin with quotations from Omar, or trousers with excerpts from Marie Corelli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship. The construction engineer plans his roadbed where there is a minimum of grade—he works along the lines of least resistance. The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high-grade thinking.

Cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk. Only, be more brief. Publicity is costlier than conversation—ranging in price downward from \$10 a line; talk is not cheap, but the most expensive commodity in the world. Sketch in your ad. to the stenographer. Then you will be so busy "saying it" that you will not have time to bother about the gew-gaws of writing. Afterwards take the typewritten manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the end is all that really counted in the beginning. Cultivate brevity and simplicity. "Savon Francais" may look smarter, but more people will understand "French soap." Sir Isaac Newton's explanation of gravitation covers six pages, but the schoolboy's terse and homely "What goes up must come down," clinches the whole thing in six words.

Handling Sheet Metal Roofing in the Hardware Store

Some timely hints on an interesting subject. How a dealer in a small Ontario town doubled his business in a year by aggressive and well thought-out methods. A line that sells other goods.

By W. L. EDMONDS

THAT the hardware store is the natural emporium for the sale of sheet metal ceiling, roofing, and siding there can be no doubt. But, as a manufacturer recently remarked, "Sheet metal roofing cannot be sold by the dealer in the same way as he sells a box of screws or a jack-knife."

To sell sheet metal goods does not so much require special aptitude on the part of the dealer as persistent and intelligent effort. He must get after the business and "get after it with both feet." He who sits in his office and expects customers to come unbidden to his store in search of roofing, ceiling or siding will never make a success of it. He may get an occasional order, but that is about all he will get. If there was no competition the case might be somewhat different. But, instead of there being an absence there is a presence of competition of the most pronounced type.

To the dealer who is not prepared to buckle down to business and meet this competition by inaugurating an active and aggressive policy for securing a share of the business the outlook is poor indeed.

Business for Those Who Get After It

But there are dealers who have inaugurated such aggressive policies. The success which has crowned their efforts is the proof of their efficacy. And that, which a few have done can be implemented by the many.

Anyone who may have doubts as to the possibilities of developing business in such sheet metal lines as roofing, ceiling and siding need only take a day's journey

into the country in almost any direction. If he keeps his eyes open he will see enough to dissipate his doubts. Not only will he discover the existence of a great number of possible customers, but he will also discover that in spite of competition there are still a number of prospective customers who have not been touched.

As a matter of fact, the field for the cultivation of business in this line is one possessing potentialities of almost unlimited extent. The dealer, therefore, who



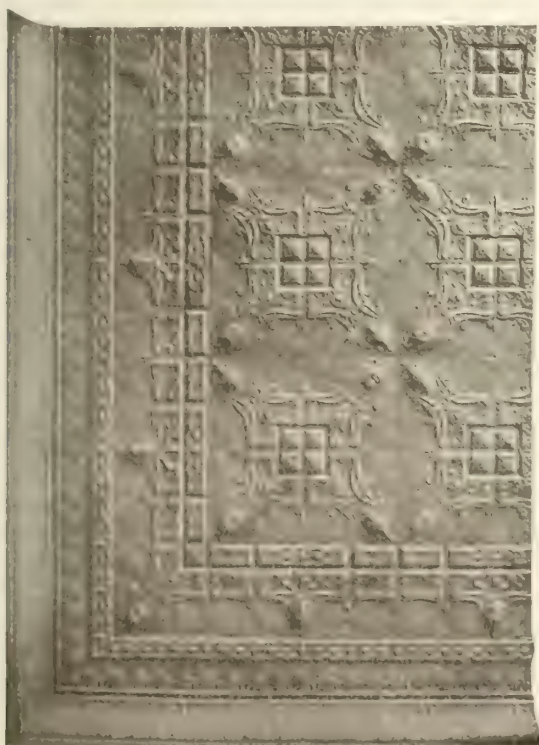
Attractive residence covered with Metallic Roofing Co.'s galvanized "Eastlake" shingles.

decides to get after the business need have no fear of getting results. But his results will be commensurate with his efforts.

A Concrete Instance

"I recall some years ago, when I covered Eastern Ontario," remarked the sales manager of a sheet metal manufacturing firm to the writer, "a certain firm that started into the hardware business in a small town near Peterboro. They put our material into stock. But the competition was very keen. Besides, a local hardwareman handling a competitive line, there were a couple of carpenter agents soliciting business.

"Nothing daunted, the new firm at once set to work to get business. By getting into touch with lumber dealers and from enquiries they made of the customers entering their store, they soon got a line on the people in the neighborhood who had decided to build or who contemplated doing so, whether the building was a dwelling, a barn, a storehouse or driving shed. Then at the first opportunity a representative would make a personal call on the man who it was ascertained had decided to build, during which he would tell him all about the roofing he was handling and ask permission to demonstrate the line to him the first time he was in town. But the salesman's efforts did not cease there. He would also tell him about the complete line of hardware he carried and would ask him to give him a chance to quote on nails, hinges and other lines. An invitation



Example of striking design of metal ceiling as made by The Pedlar People, Ltd., Oshawa, Ont.

to visit the store and inspect these lines would also be extended.

Follow-up Letters

"But even there his efforts did not cease, for every week or so he would send out a nice letter to the prospective customer, in which he would tell him about this or that feature in hardware which he had either overlooked mentioning during the personal interview he had with him or which had since been taken into stock. Reference would also occasionally be made to metal roofing, and particularly when a sale had been effected. When mentioning a sale of material for a roof he invariably gave the name of the purchaser, thus giving his prospective customer an opportunity of personally inspecting it. When an order of any importance was in near prospect the dealer would occasionally advise our firm, when I would join him, and the two of us would drive out and see the customer, whom I in-



Metal barn covered entirely with galvanized metal products made by The Metal Shingle & Siding Co., Ltd., Preston, Ont.

variably found was on good terms with the dealer. Under such circumstances it was no trick to sell hardware, glass, etc., as well as roofing."

"Do you know of any other schemes he employed?"

A Commission to Barn Framers

"Yes," replied the sales manager. "For example, he offered to the barn framers a certain commission on all the metal roofing they could pass to him; also on all hardware business directed to his store. This meant that he practically had two men working for him who might otherwise have been in opposition to him. The barn framers would simply mention to the man for whom they were working that the hardware in this dealer's store was certainly up-to-date and that the prices were reasonable. Furthermore, they would urge him to pay a visit to the store and see for himself. This naturally brought a large amount of business to the store. As a matter of fact, this particular dealer had in the space of about a year doubled his volume of business."

An Obvious Lesson

The lesson from this dealer's experience is obvious: Dealers who wish to build up a successful business in sheet metal goods must see the farmer on his own farm. Farmers are the most approachable of people, and their hospitality is proverbial. Consequently, when the hardwareman puts in an appearance at the farm he is as welcome as a shower in May. At the farmer's table—for he is sure to be asked to stay for dinner—the dealer has an excellent opportunity for talking business and discussing agricultural matters, market conditions, and matters of interest in general.

When a farmer is your friend he's likely to be your customer as long as his confidence in you lasts. And if

he doesn't always need roofing and siding, there are many other things in the hardware store that he is needing all the time. It, therefore, pays to develop the sheet metal trade.

PERSONAL LETTERS BRING FURNACE BUSINESS

By Harry E. Borzell

Past experience has taught me that there is nothing that will ease the hinges on the front door of a business place like printer's ink, provided it be used judiciously.. By this I mean it enables a man to get before his customers special points about the goods he handles, to excite curiosity, to appeal to make provisions for health, protection, comfort and economy. For a business which moves on wheels like a circus, P. T. Barnum's policy to humbug the people may be all right, but it would not do for the local dealer who intends to remain in one locality. He must build up a reputation and gain the confidence of his customers that he knows his business and will protect their interests. The first step is to use the best goods possible in everything he does for customers. The second step is to let the people know when he has something to sell and to do it all the time. The third step is to give a customer full value for every dollar and see that he understands that he is getting it.

It is a good policy in the Spring of the year to send customers a gentle reminder in a tactfully worded personal letter, calling his attention to the fact that the winter season has put a severe tax on the roof and conductors and they may need attention, that the furnaces may need repairs and that the summer puts an insidious element to work if the drums and radiators are not cleaned of soot and proper attention given to it in order to avoid the chemical action. Most people know that leaving a smoke pipe connected with a flue during the summer season will start an operation on the metal which will enable the fingers to be pushed through it at some spot. Calling attention to the needed repairs to plumbing and other things will give work through the Spring and Summer, when trade is not so active, and will put the shop in a better position to take care of the rush when the fall trade brings it. This has been tried out with profit. It requires a little effort and printer's ink. It also requires a little judgment and care to make up a long list of regular customers and property owners who, when they find what the dealer can do for them, will rely solely upon him and his judgment to repair their roofs, look after their furnaces and other things which need attention. When the smoke pipe is taken down and cleaned and wrapped in paper and put away, there should be put on the heater a large white card bearing the dealer's address in small letters and in large red letters "Do not make a fire in this furnace, as the smoke pipe is not connected."

This is a continual reminder during the summer season that at the proper time in the Fall the connection should be made and will bring some further business.

It is well not to rely too much on the mechanics who know how to do what you tell them provided you show them just exactly what you want them to do, it is better to look after all the work that your men do, as it will be found profitable and will be the means of increasing trade. If the business is too large for the head of it to look after the details and inspect the job after it is finished before the charge is made, he should have a good conscientious, reliable man to do this inspection

work for him. Then, when the people start their fire or other tests are applied to what has been done, they will find everything is satisfactory and that there will be no come-back or complaint which requires a second visit to the job, which knocks off the profit and also annoys the customer.

Trouble can be avoided in rendering bills by charging the proper amount of labor without specifying the amount of time used. People are likely to find fault with the time and to be irritated when they have to pay even after an explanation. It is a good practice to specify on a bill each piece of repair furnished at a price and not to give the weight at so much per pound. Bills made out in this way are rarely questioned. The method of making out the bills to customers shown is used in many shops as avoiding controversy and giving satisfaction to the customer.

The card is given to the workman to show where the work is to be done and bears the necessary information about the repairs to be made. Then, the first three columns have the entries made upon them by him while

WORKMEN'S REPORT CARD

John Doe & Co.,
1840 Uclid Ave.,
Detroit, Cal.

Charge to			
The Estate of Good Pay,			
964 Placid Ave.			
Date of order received, Date 11, Month 12, Year 1914.			
No.	Name of Article Repaired	Made by	
840	"Roast Me Up" Furnace	Quick-Sale Furnace Co.	
REPAIRS USED			
Quantity and Article	Weight	Cost	Price
1 Shaker Bar Grate	10 lbs.	7 1/2 c.	\$0.75
1 Fire Pot	105 lbs.	6c.	6.30
1 Flue Strip	5 lbs.	8c.	.40
6 ft. 7-in. Galv. Smoke Pipe		15c.	.90
1 7-in. Galv. Smoke Elbow		20c.	.20
5 hr. Bill Jones		40c.	2.00
4 hr. Tim Beck, Helper		25c.	1.00
		\$11.55	\$19.85

Signed, Bill Jones, Workman, Date 12-1-14.

the other two columns are filled out in the office. In order to get an opportunity to bid on the work for architects, builders and estates, a card has been used, bearing pictures of ranges and furnaces to show the character of business conducted and the portion is reproduced bearing request to be put on the mailing list. Another card is reproduced as a reminder to dealers and the season for its use never closes.—The Metal Worker.

EXPORT TRADE INQUIRIES

Among trade inquiries recently received by the Department of Trade and Commerce, Ottawa, are: No. 265—A Havana firm of commission merchants desire to secure the representation of Canadian exporters of toys, games, etc. Good references offered. No. 271—Wire in 22 1/2, 23 and 24 gauge. Quotations for ten tons c.i.f. Glasgow. No. 277—A Glasgow firm wishes to import heavy wrought-iron scrap, used iron or steel railway axles, shipyard steel scrap. No. 278—A large Glasgow concern, at present importing from the United States, will be pleased to receive quotations for bright, mild steel wire, bright hexagon and square nuts, small bolts, etc. Would prefer to give Canada preference. No. 279—A large manufacturing concern in Glasgow would be pleased to receive quotations for 2-inch brass tubes, external diameter 16 I.W.G.; 1 5/8-inch brass tubes, external diameter 16 I.W.G.; 1 5/8-inch brass tubes, external diameter 15 I.W.G.; 1 1/2 to 3-inch copper tubes, external diameter 14 I.W.G.; 4 to 5-inch copper tubes, external diameter 12 I.W.G.

STANLEY STEEL WORKS IN CANADA

The Stanley Steel Co., Ltd., Hamilton, has been incorporated with a capital of \$250,000, to make and roll steel and iron. Arthur F. Hatch and F. M. Hatch are directors of the company. The former, who is a lieutenant-colonel, will be the vice-president and treasurer of the company. He states that a large plant will be erected as soon as the frost is out of the ground. Plans for the building will be prepared at once. It will be erected on a site close to the premises of the Canada Steel Goods Co., of which the colonel is president. F. A. Moore, vice-president of the Stanley Steel Works, of New Britain, Conn., will be the president of the company. The Stanley Company has extensive steel interests in many parts of the States. The Canadian company will be an entirely separate concern.

THE EUREKA VACUUM CLEANER FOR INDIA

The Eureka Vacuum Cleaner Co., Berlin, has a sales office at 8 Temperance St., Toronto. Recently a lady from India, visiting in Toronto, seeing their advertisement, called at the office. She had never heard of a vacuum cleaner before coming to Canada, and in taking back with her one of these Canadian machines will introduce the electric cleaner in a new field, and one which will no doubt promote a new field for business.

If electrical dealers would only realize the possibilities of selling articles of this kind by giving them prominence in their store and advertising, they would soon be convinced that the investment would be money well spent.

MARITIME SCHOOL OF SALESMANSHIP

With the object of increasing the efficiency of clerks and salesmen a School of Salesmanship was promoted by the Retail Merchants' Committee of the Halifax Board of Trade during the winter. The subjects dealt with in the course of study included: The Profession of Salesmanship; Methods of Marketing; Health and Appearance; Self-Study and Development; Study of the Customer; Successful Reasoning; Study of Goods or Service; The Conducting of Sales; Retail Salesmanship; Selling to Dealers; Selling of Specialties; Long-Range Salesmanship; Sales Organization and Management; Credits, etc.

FORMED A LIMITED LIABILITY CO.

M. Weichel & Son, Ltd., Elmira, Ont., with a capital of \$100,000, has received an Ontario charter to take over the partnership firm of M. Weichel & Son, at Elmira and Waterloo. The provisional directors are: Michael Weichel, John S. Weichel, Wm. G. Weichel, H. O. Weichel, O. S. Ruppel and H. Hass.

PAINT TRAVELER'S SUDDEN DEATH

Wm. D. Hall, traveler for Wm. Harland & Sons, Toronto, died recently as the result of a fall on the pavement. He was carried to the Toronto General Hospital with concussion of the brain and died the same day. He was buried in Detroit. Mr. Tyndall, of the Harland company, took the body to the latter city.

Chas. Watkins, a Toronto hardware dealer, died recently.

In The Stove Department

Helping Dealers meet Mail Order Competition

ONE of the big stove concerns, The Gurney Foundry Co., Ltd., Toronto, has inaugurated a most radical departure in the way of a stove selling plan. Like all other stove concerns, they have felt keenly the mail order house competition, which has adversely affected the retail dealer and has caused a great many dealers to go out of the stove business.

The Gurney Company have established a new scale of both wholesale and retail prices, which promises to become a big factor in the Canadian stove trade, and have definitely fixed both prices, that is, so far as the wholesale prices go, they will be a one-price house, and their retail prices have also been fixed, and will be advertised all over Canada. They have gone into a very extensive advertising campaign to make their new stove prices and values familiar to the public, and have issued two editions of a consumers' catalogue with over 400 stoves priced at retail. In the East, stoves will be sold freight allowed to railroad station, and in the West f.o.b. Winnipeg and f.o.b. Vancouver.

The company are to be commended for their study of stove conditions as they exist in Canada to-day, and they claim that many have reached a solution of the sale of stoves among the trade. This accounts for the thoroughness with which they have gone into this matter. Their new catalogue is certainly a very interesting production, and an announcement regarding this change in selling policy appears on another page of this issue.

The Gurney Company claim that their new selling policy should help hardware dealers meet the competition of mail order houses, which competition has been a serious problem with the retail trade. A re-sale price has been placed on every stove and range made, which will not vary to any buyer, large or small, and this re-sale price, or scale of prices, will be advertised throughout this year on a large scale in the leading papers of Canada. The re-sale prices, which will be cash, the same as catalogue houses, will rule, delivered in the East and f.o.b. Winnipeg or Vancouver in the West. On these the local dealer may charge for credit, cartage, setting up, and in the West for freight. This will place the hardware man in a position to meet the argument of cut-price competition of mail order houses, and give him opportunity to quote on the same basis as his biggest competitors.

A new and complete consumers' catalogue, covering all the company's domestic stoves and ranges, and naming prices, has been issued in two editions—one for the East, the other for the West—and this catalogue, skillfully used by dealers, will enable them further to compete on a more even basis with mail order houses. Besides all this the company will tie up absolutely to any hardware dealer who will adequately display the Gurney line in his town, giving an agreement that any orders coming from his territory through the advertising will be credited to the dealer, and he will receive the difference between the re-sale and the wholesale price.

SELLING STOVES THROUGH CHILDREN

A United States stove concern, the Malleable Iron Range Co., Beaver Dam, Wis., has undertaken this

Spring a novel sales stunt, which may be interesting to stove dealers in Canada. They are developing "child interest" in the home.

Some time ago this company got out a toy bank made of cardboard, which, when folded up, made an exact model of their "Monarch" range. Dealers were supplied with a number of these and a window display made of them. The company sent the whole display and provided copy and cuts for newspaper advertising. A day for distribution was set two weeks ahead, and the children were agog with curiosity and interest. The banks were given free to them on a certain day, but only after they had answered the questions: "What range is used in your mother's kitchen?" and "How old is it?" and also giving name and address on blank form which already had appeared in coupon form in the local newspaper.

The bank itself is a fairly permanent advertisement for the range, but the big idea is that a pretty complete list of stove users is left in the dealer's hands, and he knows, too, the needs of his community in this regard. This list, checked over by the dealer, is sent to the manufacturer, who turns loose a special follow-up, consisting of letters and illustrated folders based on logical and reasonable arguments dealing with economy and other strong talking points. With this matter also goes a card asking the prospect to call at dealer's store and see his stoves.

This is a method of co-operation that seems helpful and it may contain some suggestions that might prove helpful to stove dealers in this country.

ADVANCE IN STOVE PRICES

The cost of all raw material in the construction of stoves is still on the upward trend in regard to price, and is difficult to contract for. A further advance of 5 per cent. in the price of stoves, ranges, and heaters has been made by the makers, and went into effect on March 15th. Most of our manufacturers are endeavoring to cover themselves to prevent further advances during this year, but the market is very uncertain.

STOVES IN THE WEST INDIES

According to a report sent to the Department of Trade and Commerce, Ottawa, by E. H. S. Flood, trade commissioner at Barbados, B.W.I., there appears to be a growing interest among Canadian makers of stoves as to possible trade to be obtained there. He then goes on to describe the kind of stoves used there, which include, in addition to cookers, coalpots and gas and electric stoves. There is also a demand for oil stoves.

SOUTH AMERICAN TIN ORE

Until the present year the tin ore produced in Bolivia has been shipped to Europe for smelting or has been treated in Bolivia. An arrangement has recently been made by which the tin ore produced by some of the mining companies of Bolivia will be shipped to the United States to be treated in the smelter being erected for that purpose at Perth Amboy, N.J.

A new and novel electric heater adapted for use in the small room has been manufactured in the shape of an inverted incandescent lamp. It can be suspended from the electrolier or socket and quickly removes the chill of a room.

How to Use the Telephone to the Best Advantage

*Dealers give some practical suggestions on the use of the telephone
—a study should be made of proper way to handle 'phone trade.*

THE telephone has become an important factor in shopping to-day. This is driven home by the figures of city merchants, showing that the percentage of business that comes into the store over the telephone ranges extremely high. Even in the smaller towns the telephone is a much used instrument, and for this reason it behooves the dealer to provide for the giving of the best possible service over the telephone. If this is not done, the merchant is pretty sure to lose a good deal of trade that should be his.

Learn How to Use Phone to Avoid Friction

It is important that the dealer and his clerks know how to use the telephone so as to please customers and avoid friction. Any sort of clerk will not do for taking orders. Taking telephone orders is no easy business, and a short-tempered, pert and snippy clerk can do a store more harm than in almost any other position in the store. The person in charge of the phone should be bright, quick and alert, and above all, should be the happy possessor of a calm and even temper. Care should be taken in the selection of the person who answers the telephone.

Provide Proper Facilities

A proper place for the telephone so that the noise of the store will not interfere and where the person will be free from interruptions is also desirable. In addition, pads and pencils for taking down orders and facilities for getting desired information to customers should also be provided.

Some thoughts on the subject of how to use the telephone to the best advantage are given here by men who have made a considerable study of the question. In an early issue we will give some practical hints and suggestions on how the dealer may enlarge his telephone business.

TEACH EMPLOYEES HOW TO USE THE TELEPHONE

By Paul Neystrom

THERE is an art in telephoning. You want to teach your sales people telephone salesmanship, teach them to get the right kind of tone, and how to hold the telephone and how to speak. Nine people out of ten don't know how to talk over the telephone and get the best results. You should hold your mouth within one inch of the transmitter and speak directly into it. The average person holds it off to one side. It is a hard thing to talk into the telephone correctly. I have seen many people in talking hold the transmitter where they can look into it with their eyes; and I have sometimes thought it might be a good idea if the telephone company would fix up some picture above a telephone or a looking glass for a person to look at. I do not mean this as a joke.

Study of Tone and Sounds

Have your voice pitched in a natural tone, probably not quite so loud as in natural conversation. There are lots of sounds that are hard to get over the telephone. "Three" is one of them. Another one is

"five," and another "nine." The reason is in speaking through the telephone we have difficulty in getting the sounds to go from our mouth, and especially when holding the telephone off to one side of the face. You cannot get the sounds of B, P, M, N, S, etc., over the 'phone well without holding your mouth as I have told you. There is a thing it will be well worth your while to teach your sales people when you get home—how to use a telephone. This is an art we have not yet learned as a people. When you get unsatisfactory service from the telephone, the fault is not always with the telephone company. The trouble is often with the people using the 'phone.

HOW TO USE THE TELEPHONE FOR BEST RESULTS

By J. F. Flavelle

WHILE the need of courtesy and intelligence, when dealing with customers over the telephone, may not be so obvious as when meeting them directly and personally, the very fact of their entire dependence on you to meet their wishes and endeavor to satisfy their needs should impel you to exert every effort to give satisfaction.

Your responsibility is the greater, because of the fact that your identity is not so easily detected, as when dealing personally with customer. To them you are the representative of the store, and both they and your employer rely on you to deal with them as fairly, as courteously, and as accurately as possible.

Concentrate Attention on Conversation

While you cannot see the customer, and cannot yourself be seen, the telephone reflects your attitude through the voice quite as accurately and as quickly as a personal interview would do. The voice is a more sensitive index to the manner with which you approach a customer than is the personal appearance when face to face.

Concentrate all your attention on the conversation engaged in. Failure to do this will inevitably result in loss of respect on the part of the customer. Do not be abrupt in your replies, but try to speak pleasantly and endeavor to ascertain exactly what is required.

Answer the telephone call with promptitude. Do not forget that courtesy is due as soon as the bell begins to ring.

Do not say "Hello," but identify yourself at once. In this way time is saved by not waiting to be asked or having to reply to a question as to who you are.

Have Necessary Information at Hand

Speak clearly and distinctly with a rising inflection of the voice and listen carefully for the reply. Have your order book or writing pad always at hand, so that instructions may be received and noted accurately. Acquire all the knowledge possible of the merchandise which you will have to talk about. The customers who telephone expect that the person replying to enquiry will be one competent to talk to them of the articles they may wish to purchase. Information given promptly

and with confidence will produce business far in excess of a hesitating, halting reply, or even a promise to enquire. Before the day's business commences, familiarize yourself with goods specially advertised for that day, and be prepared to give intelligent information with regard to them.

Learn the Routine

Special attention should be given to the correct spelling of name and address. Repeat name and address, and if necessary, spell them to customer. Only thus can orders be filled and delivered promptly and correctly. Ascertain positively the price of goods for which customer is enquiring and if they are actually in stock. Familiarize yourself with times of delivery and general routine of the store. Do not promise delivery other than the one you are sure goods will catch. Failure to observe these instructions may result in actual loss of business to the store, and what is still more important, loss of prestige and confidence.

Using the Telephone

Again, we would emphasize the imperative necessity and importance of courtesy and patience in telephone transactions. Just as courtesy in dealing with customers in the store is one of the most important factors in the progress and prosperity of the store, so is the same qualification still more urgently required over the telephone, to supplement and strengthen the reputation of the business in the minds of its customers.

Your responsibility in this is not lessened but rather increased by reason of your distance from the customer, whose business you are transacting as the representative of your employer.

Your personality cannot be other than influenced by your manner in dealing with telephone business. Inevitably, the result will be, that, if lacking in courtesy, in promptitude, in intelligence, and the capacity for taking pains when talking through the telephone, so will you show that lack of attractive personality in all other relations, whether business or social.

Adherence to the foregoing instructions and advice, will assist in making your work more pleasant and satisfying to yourself and productive of satisfaction and profitable business to your employers.

VALUE OF ACCOUNT AND CASH REGISTERS

Most dealers are well acquainted with the general operation and advantages of the account register. It lessens work because customers' accounts are kept with one writing and always up-to-date, so that there is no making out of detailed statements at the end of the week or month. Giving a statement to date with each purchase, it has been found a material help in the collection of accounts by retail merchants. It also saves many disputes that are so common when accounts are allowed to run for a considerable time before being submitted to customers. The account register lessens work and expense and pays for itself in the reduced office expenses of keeping books and making out accounts.

If a profit is to be made in business to-day systematic methods must be followed. In these days of reduced margin of profit it does not do to conduct a store in the haphazard manner that was so common years ago. A close check must be kept on cash and to do this properly a cash register is necessary. It guards against theft by employes, and because of the close check it keeps on them removes temptation. In addition, the cash register saves much time in the making of business

records that are so necessary to the dealer in keeping a tab on the progress of his business. Properly used, the cash register is a valuable agent in keeping a close check on the pulse-beat of the business.

THE TYPEWRITTEN CIRCULAR LETTER

Business getter for hardware dealers.

BUSINESS concerns in recent years have made considerable use of the typewritten circular letter as a means of going after trade. The very fact that it is a letter, that it is typewritten, that it is personally addressed, secures attention for it where ordinary circular advertising would be thrown aside.

The personal touch of such a letter plays a no small part in getting it read. Every man, if he will recall his own experiences, will admit the force of the argument. An ordinary circular is generally tossed in the wastepaper basket, with but scant notice. The personally addressed letter is at least looked over, and if it contains the right material is generally read closely.

Especially is the typewritten circular letter a good advertising medium for the city dealer who finds the daily papers too expensive for his use. In addition there is a good deal of waste circulation in advertising in a paper covering a whole city, when a dealer's trade is pretty well confined to one district. The circular letter, however, can be sent to a selected list of people, who are good prospective customers. These names can be secured from the city directory, or the dealer can compile a list himself from various sources.

RECORD YOUR SALES.

Keep a record of your daily sales. Keep them in a little notebook. This practice will aid you in keeping track of the exact amount of your sales for a given period of time—a week, a month, a year. It is helpful in many ways, chiefly in giving you something tangible with which to measure your selling efficiency. Show the book to the boss now and then. Its contents will interest him, and so, too, will the fact that you are keeping track of your work.

CONCERNING SALESMEN

Salesmen are individual and as temperamental as actors. They must be optimists and enthusiastic. And nobody can be truly optimistic and enthusiastic all the time, every day, every week, the whole year round. But the salesman must at least appear so, and sometimes the strain is heavy. We all know the frequent stories in which the comedian, or comedienne, makes the audience laugh while he is in the depths of despair over the deathly illness, or other misfortune, of some greatly loved one at home. Well, salesmen have their troubles, also, and applause is more stimulating than hisses.—Printers' Ink.

IMPORTANCE OF GOOD STORE FRONTS

The character of a retail store is judged by its general appearance, and the buying public prefer to trade with the successful and progressive merchant.

Modern store fronts, concealed illumination, proper window backgrounds, floors and shades give a store the appearance of prosperity and are necessary if the best results are to be obtained from show windows.

Law Regarding Keeping of Books a Dead Letter

BY A STAFF CONTRIBUTOR

That the ways of the law are often devious and past man's understanding is a truism and not a supposition is beyond question. Legislators spend much time in framing laws under the guidance of the so-called law experts of the Crown, only to find, sometimes long afterwards, that judges upon the bench put a meaning into them that was never contemplated.

It was thought, for example, that under the Criminal Code it was an indictable offence for a business man, in the event of failing with liabilities exceeding a thousand dollars, not to be able to show that he had kept books of account. The particular clause on which this supposition was based is as follows:

"Everyone is guilty of an indictable offence and liable to a fine of eight hundred dollars and to one year's imprisonment who, being a trader and indebted to an amount exceeding one thousand dollars, is unable to pay his creditors in full, and has not for five years next before such inability, kept such books of account as, according to the usual course of any trade or business in which he may have been engaged, are necessary to exhibit or explain his transactions, unless he be able to account for his losses to the satisfaction of the court or judge and to show that the absence of such books was not intended to defraud his creditors."

With a belief in the efficacy of this clause a business man in Toronto, who had failed with liabilities of \$75,000, was arrested because he had, when under examination, been unable either to produce books of account or explain the discrepancy in his assets, he having six months before his assignment issued a statement showing a surplus of nearly \$9,000.

The defendant was committed for trial by the Police Magistrate and subsequently convicted by Judge Winchester in the Assize Court. An appeal, however, was made to the Appellate Court on the ground that as the defendant had been in business only fourteen months, and not five years, the Criminal Code did not apply in his case.

Chief Justice Meredith, when the case came before him, concurred in this view, holding that whatever may have been the intention of the legislators the language employed in the Act was not sufficiently clear to cover a trader unless he had been in business five years.

That such an interpretation was intended by those who framed the law cannot for one moment be conceived. On the face of it, such an intention would be absurd.

Obviously, in spirit, it was the intention of the legislators to frame a law which would compel business men to keep books of account, and, in the event of insolvency, to punish them for failure to do so. But, unfortunately, learned judges are too often guided by their interpretation of the letter of the law, its spirit or intention being ignored altogether.

As a result of the interpretation which the Chief Justice of the Appellate Court has placed upon the clause in the Criminal Code regarding the keeping of books of account, representations are to be made to the Minister of Justice with a view to having amendments made which shall place the intention of the law beyond peradventure.

HINTS ON THE HANDLING OF COMPLAINTS

THE customer with a complaint should be given more attention than the customer with an order.

Some smart Alecks in the retail business may consider this a mighty funny statement; but funny as it may appear to them, it's mighty good advice to the druggist who wants to get ahead in the world and who wants to build upon the good will of his trade.

Too many merchants consider the customer who kicks over something as an unmitigated nuisance, without whom they would be better off. So they treat her accordingly, and in a short time they find that they are better off, if they continue to think the same way. But usually by the time that happens they have experienced a change of heart, and regret the loss of a customer who could have been held by the expenditure of a little time and trouble.

Don't Dodge When You Are Wrong

I am not one of those who believe that the customer is always right. Lots of times she is wrong, away wrong, but not all the time. Sometimes she has justification for her complaint; and, under these conditions, she deserves proper treatment from the dealer to whom she gives her trade.

When you are in the wrong don't try to dodge; make good. The small loss in that usually is compensated by the future trade that you will get. The small saving made by turning down a customer is usually more than balanced by the big loss of her entire future trade.

The Woman Who Tries to Put It Over You

The woman who expects everything for nothing—and, luckily for the retailer, she is in the small minority—cannot be satisfied at all. If quality is bad and you make it good, she will try to work the same game on you all over again within a week's time. If she kicks on the price, and you are foolish enough to meet her kick only once, you will never be able to sell her an article without doing the same thing all over again. That kind of customer is a pest.

There is only one way of treating her. When she becomes unbearable, put the facts of the case before her without mincing words. Tell her the quality of your goods suits all your customers except her. Tell her your prices give you a fair profit and no more, and that you have to charge them or else go out of business. Be firm, but courteous. You will either lose her trade for good, or hold her without a kick in the future. And it must be one way or the other; there is no middle way with a woman like she is.

Rectify mistakes that are up to you; sympathize with the customer whose nature uses you for a means of finding relief to her temper, for she can't help what she does; but come to a firm understanding with the woman whose one aim in her dealings with you is to put one over on you.

WHO ARE BUYING AUTOS?

Of the automobiles purchased in one of the central States during the first seven months of 1915 the output has gone as follows: 63,850 machines to the farmers, 49,940 to the city folks, 15,508 in towns of 10,000 to 20,000, and 20,702 in the towns under 10,000.

How Successful Retail Credit Association is Conducted

Retail merchants in Medicine Hat, Alta., have a credit association that effectively guards against bad debts and collects outstanding accounts.

By ORIN C. FROOD

Editorial Foreword Bad debts have long been the curse of the retailer giving credit, and scores of plans of protection against this profit consuming evil have been proposed and tried out. Combined effort by retailers in their own community is probably one of the most effective methods so far employed, and one of the most outstanding examples of this plan of protection is to be found in Medicine Hat, Alberta, a city of 15,000 population, where the retailers have formed a credit association for this purpose, the methods of which are outlined in the accompanying article. A general idea of the workings of the association was given to readers two years ago by a staff editor who visited Medicine Hat. The plan was in its infancy then, but now that it has been tried out and found successful, the greater details given here will no doubt prove most interesting to readers.

Mr. Orin C. Frood, the writer of the accompanying article, has been the secretary of the association since its inception, at which time he was in charge of the office of Birnie Bros., retail hardware dealers, of Medicine Hat. In a letter to the editor since the accompanying article was written he further emphasizes the fact that "the plan has proved more than satisfactory in making collections as well as in guarding against unwise credits."

THE Medicine Hat Credit Men's Association is composed of merchants in various lines of business.

It has evolved an efficient method of protecting members against the extension of credit to unreliable parties and is doing fine work in collecting outstanding accounts for those connected with it. A noteworthy feature is that it does this in a way that does not cripple the debtor or handicap him in the way that a man is usually handicapped when he owes a considerable amount of money, even though he may be doing his best to clear off his indebtedness. In fact, this credit association aims to assist debtors wherever possible, and has done much in this regard.

Shuts Down on Bad-Pays Effectively

One big source of trouble in the credit business has been that a person who owes one merchant a bill would go to another to secure credit. The second merchant, not knowing of his other debts, would probably allow him to run an account. The same thing might occur with other dealers, and before long he would have immense debts contracted and unable to pay them. By the various retailers in the city reporting such bad-pays to the association, other members are able to avoid bad debts that would otherwise be incurred. It shuts down on bad-pays, and they are practically forced to do something in regard to their debts.

All Accounts Against Customers Consolidated

The association has a plan by which it consolidates all accounts due its various members by each person and deals with each such person as if there were just one account against her or him. For instance, if a man owes several dealers they each send in their account to the association, which consolidates them and deals with them as one. Money that is collected is divided among the various members in proportion to the amount due each.

Suppose a farmer is in financial difficulties, although not really dishonest. We will say that he owes a total of \$2,000. We go to him and ask him for a list of all his creditors. Then we say to him: "Now, you will have a crop amounting to about \$6,000 this year. We will take a mortgage of \$2,000 and agree that none of our members will take action against you, but we will expect payment when you sell your crop." This gives us some security for what is due us and is also a protection to the customer, as he is assured that no action will be taken against him by any of his creditors. Thus

the association is not by any means a detriment but rather a benefit to debtors.

Association Proves Beneficial to Debtor

A recent case shows the benefit that the association frequently is to debtors. In the Fall of 1914, one of the farmers of the district found himself in very bad shape, his liabilities amounting to about \$3,000. All the property he held was his original homestead and he was unable to obtain the money to get the title to his pre-emption. In Alberta it costs about \$500, and when the association looked into his affairs it was decided that the secretary should arrange to procure a loan on the property from the bank, and hold it in trust for the members interested. The association would then have security on 320 acres, while before the homestead was exempt and they would not have any security whatsoever. The writer obtained the loan and took a mortgage on the 320 acres and it is still held in trust for the members. In the meantime the debtor left for the States and we could not see any way to clear up his obligations, so it was decided at a meeting that owing to the fact that the outlook was only of the best, that it would be good policy to put a crop in on the farm, and in this way the creditors, by a small further investment, would run a chance of receiving at least a dividend on their accounts.

Merchants Paid and Farm is Free

The creditors were called upon to contribute pro ratio to the amount of their claims and the farm was seeded with flax, and without exaggeration, I might say that the creditors will not only be paid in full for all their claims, but there will likely be a surplus, and the association will now be in a position to hand back the farm to the original owner and give him a fresh start. Incidentally, I might also mention that the crop was put in by men who were also indebted to the members of the association, so you will see that the only disbursements the members were called upon to make was for the seed. The members are now quite proud of their action in this matter and it will no doubt show the majority of farmers that it pays to work in harmony with such an organization such as this.

Keep Merchants in Touch with Customer's Credit

The association while in the past has been able to keep all members in touch with the so-called dead-beats, has been making every effort to devise some system whereby each and every member will be kept in touch with the current business—some way to cut a customer off when it is known that he is overstepping his credit limit. Now, in some instances, a man who is drawing a good salary, would naturally be considered good credit by any merchant, but at the same time he might be making purchases in several of the stores, being able in this manner to obtain more credit than he was entitled to. In time, in the majority of cases, the merchant would be forced to carry this man for a considerable amount and often would lose the amount altogether; then, again, when a customer gets into a mer-

chant for a considerable sum he will not continue to deal in the store.

Established a Credit Bureau Service

Suggestions were handed in by all the members, and the following was accepted as being the only feasible way of eliminating all credit evils:

1. That each merchant agree to the formation of a department of the association, to be named The Medicine Hat Credit Service Bureau.

2. That the association employ a competent man to look after their interests and that an office be opened in a central place in the city.

3. That the membership fee be adjusted to comply with the expenses incurred.

4. That the secretary of the Credit Service Bureau, with the co-operation of the merchants, obtain an abstract of each and every man's credit standing in the city and have same filed in the office for reference, each abstract to contain the man's name, his occupation, his address, his income, his salary, his realty holdings, and whatever other information possible.

No Credit Granted Without Bureau's Sanction

5. That no credit should be granted in the city without the sanction of the Credit Service Bureau, and that any person applying for credit from any merchant should be referred to the Credit Service Bureau office, where he could obtain a card if he was worthy of credit.

6. That each merchant, upon opening a new account, should immediately notify the service office and at the end of the month send in a recapitulation of his credit sales.

7. That the Credit Service Bureau look after all collections for the members at the nominal sum of 5 per cent commission.

8. That all members, before being accepted, be passed upon by the executive committee.

9. That meetings of the advisory board of the Credit Service Bureau be held semi-monthly.

Bureau Has Each Man's Credit Standing

The advantages of resolution No. 4 are that even before any man asks for credit the bureau has all the information required about him, and if at the time of his interview with the Credit Service office he makes any mis-statement of fact, it will be recorded against him. Searches of the land office, the registry office, and other departments affecting a man's credit standing, will be made, and the records compiled will be the most complete on the continent. If he has at any time had a writ or a garnishee filed against him, he will have to explain; also in regards to mortgages, bills of sale, etc.

Full Report Each Month

Regarding resolution No. 6, steps were taken in this manner so that the bureau would at all times have a full report on any customer and at the end of each and every month if any debtor was found to be going behind or living above his income the merchant would be notified and thus could curtail his credit if necessary. Each week all customers who paid their accounts would be reported to the bureau and tabulated as to the time taken for settlement. The bureau would notify any customer who was found to be getting behind. The merchants could refuse absolutely to grant credit until the consent of the bureau was given, and it would not affect their good will at all as all merchants would work on the same basis.

This is a very large undertaking for the merchants

of the city, but we have here an energetic association of credit men, and while it will take considerable time to get together all this information, in the end it will pay for itself tenfold, and we are confident that it will not only cut the losses down to a minimum but it will also have a tendency to educate the public in general to pay more attention to their obligations.

News From Western Canada

Fraser & Enticknap have sold their hardware business at Weyburn, Sask.

J. A. Hossack, of the Lufkin Rule Co. of Canada, has started on his Western trip.

McNair & Anderson have registered their hardware business at Gladstone, Man.

A. W. Mooney, hardware dealer, at Biggar, Sask., is adding general lines to his stock.

B. M. Wacholtz has sold his hardware business at Engelfeld, Sask., to Koep Bros.

The Chadwick Brass Co., Ltd., Hamilton, has changed its name to The Wentworth Brass Co., Ltd.,

A \$100,000 fire in the business section of Gleichen, Alta., burned Bray's and Cosgrave's hardware stores.

Dynes & Travis, hardware dealers, at Fleming, Sask., have dissolved, and T. B. Dynes is continuing the business.

The Saskatchewan R.M.A. will hold its annual convention in Regina the second week in May. It will last three days.

Canadian Western Zinc Smelting Co., Ltd., Calgary, Alta., with a capital of \$1,000,000, has received a provincial charter.

J. H. Ashdown, of the Ashdown Hardware Co., Ltd., Winnipeg, has returned from Rochester, Minn., greatly improved in health.

H. H. McLeod opened his new hardware store at Spirit Lake City, Alta., on St. Patrick's Day with a dance of the townspeople.

Robt. A. Parker has become vice-president of the Bow Island Hardware Co., at Medicine Hat. This company is putting up a new store at Winnifred, Alta.

The Thompson Hardware Co., of Grand Prairie, Alta., will commence immediately the erection of a large store, 32 by 80 feet, with a large warehouse at the back. The company has engaged a tinsmith and sheet metal worker, who will have office and shop at the back of the building.

SEND US YOUR WINDOW DISPLAYS

There are many window displays being put in by hardware dealers that possess a good deal of merit. It is unfortunate that other dealers do not have an opportunity of admiring and securing pointers from many of these. The way to make this possible is by having them photographed and sent along to Canadian Hardware Journal for reproduction. In this manner, reciprocity in ideas of window dressing can be carried on by dealers in all parts of Canada.

The editor solicits photographs of good window displays. When you have put in a good window, have a photograph taken and send it along to us. We will appreciate it, and so will your brother dealers and clerks all over Canada. This is one way in which you can contribute to the general good of the business to which you belong.

Address photographs to the Editor, Canadian Hardware Journal, 32 Colborne Street, Toronto.

Pointed Hints for the Retail Salesman

By Walter D. Moody

MANY retail salesmen drudge along, satisfied with a mere treadmill existence. "Oh, what's the use?" they argue, "there's no chance in a retail store, anyway." If there is no chance for you where you are, it is a dead certainty that you are not suited for the work you are doing, and the sooner you get out and give someone else a chance the sooner will you be giving both yourself and your employer a square deal. As a rule, the salesman's position behind the counter is a pretty fair measure of his capabilities.

Cultivate Breadth of Mind

Some salesmen have the capacity to draw molasses from the bung hole in a barrel without smearing it over the measure and on the floor; they can weigh out a dollar's worth of goods, and do it so well that the balance is a hair's weight in favor of the customer; but if they were put in charge of the general order-filling department, with several salesmen under them, they would fizzle out completely. They have not the breadth of mind to grasp the requirements of a large position, and they attempt to apply their small conception of trotting from the molasses barrel to the sugar box to the more important matter of mastering many details. It can't be done; and naturally they fail.

As the retail salesman broadens his position he assumes new responsibilities, and he must change his viewpoint to fit the expanding scope of his greater undertaking. Floaters, lifebuoys, and danger ropes are all right for timid surf bathers, but to swim out into broad, deep water requires physical courage and well-seasoned powers of endurance. Inability to leave the shore line marks the man who would better stay in close to shore, where little boats are safe.

The Small Calibre Near-Salesman

There is, oh, so much for a salesman to be, to do, to get, to earn, to try, in every retail establishment, that there is little excuse and less hope for the man who says there is no chance.

I have no desire in my heart to say one thing derogatory to your position, no matter how humble it may be.

The man whom I am after, whether he is at the five-cent counter or taking orders that run up into the hundreds, is that self-important, small-calibre "near-salesman," who so thoroughly neglects his customers that they grow chilly in his presence, even though the day is hot. Few retail shoppers escape frequent experiences of that kind, and it is safe to say that no one ever becomes a better customer of the house where salespeople of that stamp are tolerated. The house may be a good one, but one goes away feeling that they do not appreciate his trade.

Now, if you "near-salesmen" don't like what I am writing about you, don't look at me. Get your eyes open so that you can see yourself—that is the first sight to look at.

Courteous Business-like Attention

What are you cutting up about? Putting on airs with a twelve or fifteen-dollar-a-week position? That's

what everyone who patronizes your counter is trying to figure out.

Your house does not pay you to strut around like a farmyard bantam rooster. All that your customers want from you, and have a right to expect, is courteous, business-like attention, without frills of any kind.

I want to get you mad. That's why I'm using unceremonious language in developing your picture. When a man gets good and angry because someone has told him the truth about himself he can generally be depended upon to go and "clean up" in a thorough, wholesome manner. If he makes a good job of it, it won't last long before you hear of him doing something of real account.

No One Cares for a "Smart" Salesman

I never saw an uppish salesman in my life in whose salesmanship I had any confidence. A "smart" salesman is a man whom no one cares to have much to do with.

When a man becomes inoculated with the germs of true salesmanship he gets it in his blood, muscles, head, and soul, all over from head to foot, and it makes a sensible, industrious man of him.

Carry a smile through your work. Whenever a salesman cannot be sunshiny with his customers he is in need of a liver tonic.

"Pleased is he who, having found his own work, clutches it, clings to it, directly, consecutively, and always."

Secret of Accomplishment

Therein lies the secret of accomplishment. When a salesman has little or no conception of the obligations his position imposes upon him, to say nothing of lack of interest in his work not much can be expected of him.

SYSTEM AS A SAFETY VALVE

Said a thinker: If a man were possessed of sufficient capital and experience, and all the other factors of success, but was totally lacking in system, he would inevitably make a failure of business. System is required in the buying of goods, in the arrangement of stock, in the division of labor and the recording of sales. In short, system is the safety valve of modern business, and indispensable to success.

THREE PLANS TO SELL GOODS

First: Cut the price.

Second: Give long credit.

Third: Be a salesman.

ADVISE CLERKS TO READ TRADE PAPERS

THE Regina Trading Company, of Regina, Sask., in its monthly store paper for employees ran an article headed "Do you read the trade papers?" which said: "If you do not, you are missing a great opportunity to help better yourself and increase your efficiency to the store. Trade papers are mirrors of what is going on around us in other stores in other places—in other words, they chronicle the merchandising news of the country—news that you ought to read.

"They help to broaden your own views by giving the views of others. They contain splendid arguments, both pro and con, on the vital merchandising questions of the day—arguments that you should know.

"Your department manager receives the trade papers pertaining to his department and will be only too glad to loan them to you. Ask for them and read them."

*Editor's Note—This article is taken from Walter D. Moody's book, "Men Who Sell Things," a book bristling with stimulating advice to men engaged in selling goods. The writer has read the chapter on "Retail Salesmanship" a number of times, and has found it exceedingly inspiring. The portion reproduced here is worth careful perusal by every clerk.

Be Certain You Are Making Profit on Trade Handled

Too many dealers are handling a big business and making little or no profit—How dealer can assure himself a reasonable profit.

By WM. J. BRYANS

IT is unfortunate, but nevertheless true, that a good many dealers are doing a big business in the fact that they are turning out a lot of goods, and yet are making very little money. At the end of a year of long hours and strenuous work they make the unhappy discovery that they have accomplished very little in the way of actual profit, in spite of a turnover of considerable proportions. About all they have got is the work, and there can be very little satisfaction for them in that thought.

Conduct Business on Business Basis

What is the cause of all this work for little or no profit by so many dealers of to-day? To a large extent, it is the fact that they are not conducting their business on a business basis—and such a thing in these days of advancing prices and enlarged expenses is sure to lead to failure.

There are decidedly too many dealers to-day conducting their business in a haphazard fashion—sailing along through the sea of business, but without a chart to guide them to the Port Success. They have no check on the progress being made or no system to make certain that they make a profit on goods sold. They are merely going through the motions of being a merchant and depending on Providence to turn their efforts into results.

Don't Leave Making of Profit to Guesswork

The wise retailer who is making money to-day does not leave the matter of profit to Providence nor to guesswork. He uses a system that assures him a fair profit on all goods sold. This is done by knowing exactly what it costs him to do business and by adding a sufficient amount on to the cost of his goods to cover expenses and leave a reasonable margin of net profit. Some dealers think they are doing this, but they are fooling themselves badly by not including enough in their expense account. They are leaving too much to guesswork instead of keeping track of all expenses with all the smaller details, so as to know for a certainty just exactly what it costs them to do business. It doesn't do to leave such an important thing to guesswork. Guesswork is the rock that has sunk altogether too many business ships. Let the business man beware of it.

Be Sure You Figure Profits Correctly

Knowing what it costs you to do business, next be certain that you figure your profits correctly. A good many merchants think that they are figuring their profits correctly, and they are not. This is a sad mistake, and I would advise every dealer to take a short time to really make certain that he understands this work. It is better to spend a half-hour reasoning out the correct figuring of profits than go on sacrificing profits daily, like so many dealers are to-day. I have known dealers who were so positive that their method of figuring profits was correct that they refused to read an article on the subject, and yet they were losing money every day because their method was wrong.

Percentage on Cost Differs from That on Selling Price

The mistake which many dealers make is failing to realize the fact that percentage of advance on cost is vastly different from the same advance on selling price.

For example, if an article costs \$1; if we add 25 cents on to this and sell it at \$1.25, we are making 25 per cent. on the cost price (\$1.00), but only 20 per cent. on the selling price (\$1.25).

In other words, 25 per cent. on cost price is only 20 per cent. on selling price; 33 1-3 per cent. on cost is only 25 per cent. on selling price; and so on. The dealer who wishes to make certain of a profit should never forget this fact.

Proportion Percentage on Sales to Cost

One way for the merchant to guard against the incorrect figuring of profits is to make a practice of always figuring profits on the selling price. This is the basis on which expenses are always figured. You may figure your profits on cost price if you wish, but you must at the same time figure out what profit that means on sales, and compare it with cost of doing business (always figured on sales), in order to ascertain whether you are making a sufficient net profit.

Tommy Used the Word

By way of enlarging the children's vocabulary, our village school teacher is in the habit of giving them a certain word and asking them to form a sentence in which that word occurs. The other day she gave the class the word "notwithstanding." There was a pause and then a bright-faced youngster held up his hand. "Well, what is your sentence, Tommy?" asked the teacher.

"Father wore his trousers out, but notwithstanding."

THE COST OF DOING BUSINESS

THE cost of doing business was the subject of a nation-wide investigation by System, of Chicago. The average cost for some retail stores was found to be slightly less than 25 per cent., made up as follows:

	Per Cent.
Rent	4.02
Salaries ..	10.95
Advertising	1.76
Heat and Light ..	.69
Delivery ..	.51
Supplies ..	.36
Insurance and Taxes ..	1.21
General Expenses ..	4.49
Depreciation and Shrinkage ..	.47
Bad Debts19

Total Percentage of Expenses to Sales..24.65

The dealer would do well to look up his own expense sheet and ascertain how it compares in whole and in part with the average, as found by System. It may awaken him to the fact that certain expense departments in his store are larger than they should be.

MARKET CHANGES OF MONTH

A very large number of price increases were made during the past month. Among them were: Wire nails, up 30 cents in 100-lb. barrels; galvanized and cut hay baling wire, stovepipe wire, smooth steel wire, wire bale ties, fence staples (galvanized and bright), carpet tacks, 20 per cent.; range boilers, baths, sinks, iron pipe (black and galvanized), nipples, angles, lead pipe, pressed spikes, twine, tire and stove bolts, copper rivets, locks and knobs, tacks, food choppers, carpenters' tools, rules, levels, saws, shot, cow chains, tie chains, wrenches, padlocks, lawn mowers, wire staples, ready roofing, building paper, rifles and shotguns, sand and emery paper, shot, farm bells, curtain rings, snare wire, anchors, shoe thread, gun and rifle covers, hand saws, taps and dies, axes, hatchets, pipe fittings, cut nails, galvanizing nails, ship augers.

Black iron rivets are now quoted at 42½ per cent. off list; tire bolts, 55 per cent.; stove bolts, 65 per cent.; wrought iron washers, 30 per cent., in 100-lb. lots; smaller lots, 25 per cent.; corrugated steel fasteners, plain edge, 65-10 per cent.; saw edge and multiple point, 55-5 per cent.; wire carpet tacks, 75-5 per cent. Other increases are on traps and bends, hinges, green wire cloth, screw hooks, gate hooks, stovepipe hooks and eyes, cap screws, set screws, standard augers, clout nails, wood pulley blocks, English snatch blocks, standard and fancy butts, lifting jacks, cotter pins, shelf brackets, steel hollow ware, tinware, japanned ware, galvanized and copper ware, shovels and spades, jute and hemp rope, cotton twine, carpet felts, iron rivets and burrs, wood screws (flat and round head, bright and brass), small grindstones, crowbars, iron washers, rules and levels, machine screws, coil chain, cutlery, pipe fittings, picks and mattocks, milk cans and trimmings, stove rods, range boilers, files.

METAL INCREASES OF MONTH

Metals have also gone up. The high price of lead has affected the price of many manufactured lines. Lead pipe, lead sheets, tin, bar iron, refined and horseshoe iron; domestic, tire and toe caulk steel; black sheets, tinplate, copper bars and sheets, brass sheets and tubes, machinery steel, spring steel, lead wool, lead pipe, lead sheets, tinned iron, boiler plates, corrugated sheets, Norway iron, bar iron, steel.

Makers of all kinds of finished materials in the U.S., especially plates and bars, are besieged with consumers, despite increasing prices. War business is still an important factor, though not so much in evidence as two months ago. The production of pig iron is at the largest daily average in its history in America.

PAINT PRICES GOING UP

In paints, turpentine is still climbing. Other increases are shown in sandpaper, arsenate of lead, plate and sheet glass. Towards the end of March there was an advance of \$2.25 per hundred pounds on white lead, lamp black, emery powder.

FLAX CROP IN CANADA

Prof. Thos. Shaw writes in a recent issue of the Farmers' Advocate and Home Journal an article on the growing of flax in Canada. He believes that conditions for flax crops in the Western provinces are good, with encouraging prospects for prices. The seed is in the ground from 75 to 90 days. May is the best time for

sowing. Prof. Shaw does not think the common belief that flax is hard on the land is well founded. On the contrary, he does not think it any harder than wheat or other cereals.

GARDENING TOOLS IN BRITAIN

The garden tool trade finds itself in a very difficult position as a result of the war, and this fact is all the more to be regretted in view of the great impetus which has been given to amateur horticulture in market gardening and on the farm.

Manufacturing firms have been deprived of a large number of their workmen through enlistment. In addition to this, many leading firms have had their resources requisitioned for the very necessary work of war munitions. It is well that the retail trade should understand manufacturers' difficulties. A marked scarcity of garden tools in the Spring is inevitable. An enormous output of shovels and spades has been rendered necessary for War Office requirements and foreign Governments.

The scarcity of wood is another serious factor, and the public will be confronted with an increase of about 30 per cent. in comparison with last year's prices. We understand that several manufacturers are only quoting to individual orders and have withdrawn their lists.—Irish Ironmonger.

SHEFFIELD AND "SHEFFIELD"

The committee which is endeavoring to suppress the improper use of the name "Sheffield" has done a splendid service to the trade in relentlessly pursuing shady traders who are endeavoring to foist fifth-rate goods on the public.

It is a deplorable fact that many articles of very inferior manufacture are stamped with such devices as "Superior Sheffield Cutlery," "Best Sheffield Cutlery." The law is powerless to deal with these frauds on the public so long as the goods are actually of Sheffield origin. The retail trade can do a great service to themselves and the reputable firms of Sheffield by endeavoring by every means in their power to co-operate with the committee in their good work.—Irish Ironmonger.

METAL ADVANCES WITHIN YEAR

A glance at the table below will give dealers a reason for the advances made on so many hardware lines during the year. Since the commencement of 1915 metals have increased in price as follows:

	Per cent.
Ingot copper	85
Bar tin	100
Spelter	325
Aluminum	175
Antimony	725
Crucible steel	100
Low basic ores	30
Copper in rods	100
Zinc	220
Lead	50
Brass rod	135
Sheet bars	60
High speed steel	325
High manganese ores	65

The Overland Tire & Rubber Co., Ltd., Montreal, has been incorporated with a capital of \$50,000.

To Encourage Toy Manufacture

With a view to encouraging the manufacture of toys in Canada, both for the home market and for export, the Department of Trade and Commerce arranged a toy conference in Toronto on March 28. An exhibition of toys was held in connection with it, to show the style of toys formerly imported into Canada and the toys now being made in this country. Since the beginning of the war there has been great activity among Canadian manufacturers to replace the German-made article. Although the industry is only in its infancy, it has had a phenomenal growth, as shown by the remarkable collection of toys which were on exhibit.

At the conference, which was attended by Sir George Foster, Minister of Trade and Commerce, the toy makers of Canada were consolidated into an organization, which will be allied with the Canadian Manufacturers' Association.

It was urged that a special building be set aside at the Canadian National Exhibition and at other fairs throughout Canada, so that the people may get an idea of what Canadian workmen are capable of doing in this industry.

List of Exhibitors

Among the hardware trade exhibitors were: Thos. Davidson Mfg. Co., Ltd., Montreal; Henry Wise Wood-ware Co., Palmerston; Gendron Mfg. Co., Toronto; Canadian Buffalo Sled Co., Preston; Dominion Toy Mfg. Co., Toronto; National Toy & Novelties, Ltd., Toronto; Soren Bros., Toronto; Canadian Consolidated Rubber Co., Montreal; Tip Top Doll Co., Toronto; Reliance Toy Co., Toronto; Emery Mfg. Co., Toronto; McFarlane Ladder Works, Toronto; Toy Products Co. of Canada, Toronto; Shurly-Derrett, Ltd., Toronto; W. Williams, Montreal; E. Skat Peterson, Toronto; Macdonald Mfg. Co., Toronto; Canada Toy Co., Toronto; Schultz Bros. Co., Brantford; Newmarket Metal Toy Co., Newmarket, Ont.; Moyer-Shaw Mfg. Co., Windsor; Ideal Bedding Co., Toronto; Victoria Toy Co., Victoriaville, Que.; Shimamura Co., Ltd., Toronto.

A toy fair was held for the first time in Toronto the last week in March, at which a number of firms making furniture displayed their goods; among them the Gendron Mfg. Co., Toronto; Ideal Bedding Co., Toronto; Schultz Bros., Brantford; Victoria Toy Co., Victoriaville, Que. The fair was similar to those held yearly in Germany and in other parts of Europe.

During the continuance of the fair the Canadian Toy Makers' and Toy Buyers' Association was formed, with the following committee: P. H. O'Neill, of the T. Eaton Co., Ltd., Toronto, president; J. A. Wade, of the Consolidated Rubber Co., Montreal, vice-president; John A. Chantler, of John A. Chantler & Co., second vice-president; L. G. Beebe, secretary-treasurer; L. V. Dusseau, of Gendron Mfg. Co., Toronto; L. C. Fortin, Duchesneau & Duchesneau, Montreal; Arthur P. Reed, of the Copp. Clark Co., Toronto; W. G. Botsworth, of the United Incandescent Light Co., Toronto; M. E. Cone, of the Dominion Toy Co., Toronto. The design of a maple leaf with "Made in Canada" stamped in the centre has been selected, and it is hoped that in future all Canadian-made toys will be known by this stamp.

At London, Eng., during March, a second annual British Industries Fair, confined to United Kingdom firms, was successfully held. Probably the most noticeable feature this year was the marked development of the toy industry.

PACKING NAILS BY ELECTRICITY

Heretofore no attention has been paid to any order in the packing of nails in the container, says the Scientific American; they have been dropped loosely in the keg, the pieces locking and interlocking in a hopeless tangle. Now, however, with the aid of a special machine, nails can be nicely and accurately arranged in a box parallel to each other, so that their removal by hand is a simple matter. The greatest advantage of the new method is that the nails systematically laid in a box will occupy little more than half the space required when they are dropped in the keg. The boxes filled by the machine have a capacity of fifty pounds and are no larger than a five-pound confectionary box.

This machine is now being introduced into this country. Its operation is based upon the principle that linear iron articles when brought into a magnetic field will automatically take a position parallel to the lines of force. The machine consists essentially of the electric paralleling mechanism, a feeding trough and shaking device. By means of the latter the nails glide gradually into the paralleling mechanism, and while still falling, are drawn in the direction of the lines of force. The nails are passed into a tray fixed between two magnetic poles, and at intervals the tray is pressed downwards and the contents emptied into boxes. With but little adjustment the machine may be made to handle any size of nail.

HOW SOME HARDWARE LINES INCREASED

There has been a further advance in the price of carpet tacks, amounting to about seven or eight per cent. Like nails, tacks have been going up so in price that they are now about 100 per cent. higher than a year ago. Thus the 6-oz. carpet tacks that formerly sold at 18 cents a dozen papers is now being sold wholesale at 35 cents. This is the package that has been selling right along at 5 cents a paper retail. In order to keep pace with things it would seem that the retail trade ought now to get 10 cents.

Along with higher prices, deliveries have been getting slower and slower. Wire nails are still going up; black sheets are next to impossible to get; tarred felt and ready roofing prices are increasing somewhat sensationally, and so on with nearly every article handled and sold through the hardware trade.

"If you have a bit of news,
Send it in;
Or a joke that will amuse,
Send it in.
A story that is true,
An incident that's new,
We want to hear from you!
Send it in.

Will your story make us laugh?
Send it in.
Send along a photograph,
Send it in.
Never mind about your style,
If it's only worth the while,
And will make the reader smile,
Send it in."

—Exchange.

Canadian Trade News

Arthur Commire, hardware and stove dealer, Montreal, is dead.

The Dominion Sheet Metal Works have been registered at Montreal.

The Imperial Oil Co. is erecting a large asphalt refining plant near Montreal.

The James Robertson Co., Ltd., have increased their capital from \$750,000 to \$2,000,000.

Kenneth MacRae, of MacRae Bros., hardwaremen and grocers, at Richmond, Que., is dead.

The British American Oil Co., Ltd., has increased its capital to \$1,500,000, an increase of \$500,000.

S. McIntyre, who bought W. Black's hardware stock, at Durham, Ont., has opened up his business there in full swing.

Barr Registers, Ltd., Hamilton, has been incorporated with a capital of \$300,000, to take over the Barr Register Co.

J. Joseph Mitchell's tinshop, at St. John, N.B., was damaged by water through a fire recently. The store was insured.

The Frost Steel & Wire Co., Ltd., Hamilton, has been incorporated with a capital of \$6,000,000. Henry L. Frost is a provisional director.

The Jewel Mfg. Co., Ltd., Hamilton, has an Ontario charter to make folding bathtubs and other specialties. Capital \$10,000.

The Beaverton Toy and Foundry Co., Ltd., Beaverton, Ont., has an Ontario charter, with a capital of \$60,000, to make toys, etc.

Lieut. Arthur Dalton, son of W. B. Dalton, hardware dealer, Kingston, Ont., was wounded in action recently. He is in France with the 20th Battalion.

Mrs. Archibald Sreaton, mother of Fred H. Sreaton, sales manager for H. S. Howland Sons & Co., Toronto, died at her home in London, Ont., after a lengthy illness.

Eastern Factories United, Ltd., Hamilton, Ont., have been incorporated, with a capital of \$50,000, to carry on a hardware and general business. Stanley Mills and H. C. Minn are interested.

Chas. Sellers, head of the Peerless Furnace Co., Toronto, for the past 25 years, and for 20 years previously superintendent of the Gurney Foundry Co., died suddenly at his home recently.

The Acme Steel Goods Co. of Canada, Ltd., Montreal, has been incorporated with a capital of \$3,000. J. E. McMurray, Geo. C. Longman and R. H. Norton, Chicago, and J. E. Beauchamp, Montreal, are interested.

The report presented at the 15th annual meeting of Wm. A. Rogers, Ltd., held at Toronto last month, showed net profits for 1915 of \$189,810.45. A dividend of seven per cent. on preference and six on common stock was declared.

BUSINESS CHANGES

British Columbia

North Vancouver—Patterson & Goldie, hardware, dissolved, J. Patterson retiring.

New Westminster—Hyslop's Hardware, Ltd., purchased M. J. Knight & Co., Ltd., stock.

Alberta

Bow Island—Bow Island Hardware Co. opening branch at Winnifred.

Edmonton—Ross Hardware Co. removed to Druid, Sask.

Hanna—Stanley Bros., hardware, dissolved, Robert and John Stanley continue.

Bowden—C. F. Washburn, hardware and furniture, succeeded by Barkley Hardware Co.

Edmonton—T. J. McCombs, hardware, succeeded by Wankel & Barr.

Richdale—H. H. Dawson & Co., hardware, sold to James Ledingham.

Whitla—Whitla Hardware and Furniture Co., succeeded by Warren W. Fuller.

Saskatchewan

Francis—J. Diebolt, hardware, sold to F. W. James.

Prelate—Langford & Bolster, hardware, dissolved. R. A. Langford continues.

Goodwater—Peter Bros., hardware, sold to Stirton & McIntyre.

Rocanville—Harry Webb has taken over W. R. Gibson's hardware business.

Verwood—Guthrie & Russell, hardware and implements, dissolved. Wm. Guthrie continues.

Colgate—Mundy & Fox, hardware and furniture, dissolved. S. A. Fox continues.

Rosthern—L. J. Friesen, hardware, sold to H. F. Penner.

Regina—Wood Hardware Co., commencing.

Fairlight—Burton & Joslin, hardware, dissolved. W. J. Burton continues.

Pangman—Bean & Diemert, hardware and implements, dissolved partnership.

Viceroy—John H. Gray, hardware, sold to Gray Bros.

Wadena—Anderson & Anderson, hardware, commenced.

Watrous—E. C. Sparrow, 5 to 25-cent bazaar, commenced.

Earl Grey—Cruikshank & McPhee, hardware, dissolving. A. B. Cruikshank continues.

Manitoba

Melita—Scott & Gibson, hardware, sold to N. W. Sterling.

Balmoral—McLaren & Barbour, hardware, dissolved. J. L. Barbour continues.

Elgin—W. T. Draper, hardware, succeeded by Ross & Smillie.

Shoal Lake—D. S. Manson, hardware, sold to A. B. Fishman.

Carberry—L. Nash, hardware, succeeded by A. P. MacDonald.

Birnie—A. Kilburn, hardware, sold to Victor Wilson.

Ontario

London—G. H. Longwood, hardware, sold to A. G. Brock.

Sarnia—McAllister's Hardware sold to A. K. Dickson.

Waterloo—L. B. Snyder, hardware, succeeded by Geo. G. Bucher & Son.

Brockville—Thos. Morrison, stoves and tinware, sold to N. Walker.

Blyth—L. O. Charlesworth, hardware, sold to L. J. Williams.

Quebec and Maritime

Montreal—J. G. G. Dufresne, hardware, registered.

Montreal—St. Paul Hardware Co., registered.

Quebec—H. S. Scott Co., hardware, registered.

Halifax—Morton & Thomson, kitchenware and sporting goods, registered.

Manufacturers' Helps for Retailers

When writing to advertisers kindly mention the
Canadian Hardware Journal

The Alabastine Co., Paris, Ltd., have just issued their 1916 edition of "Homes, Healthful and Beautiful." It is a splendidly printed booklet with colored illustrations from designs in alabastine tints, and in the hands of the dealer should be of great help, as it will enable him to meet all arguments and prejudices, every problem of the customer finding solution in the book.

All the stencil designs shown, even the decorative border of the pages, are reproductions of stock patterns—which are free to users of alabastine. The booklet should get people interested in stencil work and start the fashion for plain walls and simplicity in decoration. Alabastine is in style now and is used in the best homes. It is practical and economical, sanitary and durable, and of a superior quality of finish.

Meakins & Sons, Ltd., Hamilton, have just published their 1916 catalogue of brushes and other products made by them, including all the new articles manufactured since their last catalogue was issued. The last year was the largest in point of volume of business done in the history of the company. Part I of the catalogue covers the whole range of paint, varnish and kalsomine brushes, paperhangers' brushes, sash tools and all other lines used by painters, paperhangers, varnishers, and finishers, and embraces about 50 pages of descriptions and illustrations.

Part II is devoted to decorators' and painters' fine brushes; artists', gilders' and druggists' brushes, pencils, etc., in camel hair, badger, bear and ox hair, and red and black sable. Part III describes household and hair floor brushes and dusters, window, stable and foundry brushes; and Part IV covers corn brooms and whisks, mops and dusters, mats, baskets, woodenware, etc.

NEW SPRING HINGE CATALOGUE

Bommer Bros., Brooklyn, N.Y., recently issued a new catalogue (No. 39), descriptive of Bommer spring hinges. Their aim has been to produce the finest and most comprehensive as well as the most practical spring hinge catalogue, giving valuable working drawings and information for all who need or buy or sell spring hinges of any type, and in this new regard they have succeeded very well. The catalogue is splendidly printed and contains some 36 pages of illustrations and descriptive matter, very well worth reading by dealers and builders interested in spring hinges. A couple of memo blanks at the end of the book add value to the catalogue.

WORLD'S SALESMANSHIP CONGRESS IN DETROIT IN JULY

A World's Salesmanship Congress will be held in Detroit on July 9, 10, 11, 12 and 13 of this year. The World's Salesmanship Congress is the first of a series of annual conventions of salesmen and executives in every line of business activity. Every country in the world will be represented in the congress, and those who have been instrumental in calling this convention feel assured that this is the first step in bringing the profession of salesmanship to the high standard to

which it is entitled among business organizations of the world.

It is the desire of these men to make The World's Salesmanship Congress the biggest factor in putting salesmanship on a scientific basis in furthering the proper training and management of salesmen, in teaching how best to sell goods, and in the forming of local salesmanship clubs in every city in the world.

MARKET FOR CANADIAN SEEDS IN AUSTRALIA

Some firms of Canadian seed growers and dealers have, from time to time, been supplied with particulars concerning the market for seeds in this Commonwealth, says the Bulletin of the Department of Trade and Commerce. While some quantities of Canadian seeds—such as timothy, alsike and Kentucky blue grass—of most satisfactory quality, have been imported into Australia during the past year, it appears that no continued effort has been made to develop the trade. The question of price has been the main obstacle.

Australian seed merchants state that they have purchased to better advantage in England and New Zealand. It is rather a curious anomaly that New Zealand suppliers are, as a rule, able to import from North America, and sell the same seed to Australian dealers at a lower rate than United States or Canadian exporters are disposed to quote direct c.i.f. to Australian ports.

Australian buyers are desirous of placing a much larger portion of their orders in Canada, and there is now an exceptional opportunity for Canadian seedsmen to increase their export business by a persistent study of the requirements of the various markets in the Commonwealth.

TO BUILD CANADIAN MOTOR PLANTS

The Maxwell Motor Co. of Canada, Limited, Windsor, Ont., have purchased seven acres in the factory district of Windsor, and will erect a plant to handle their Canadian and their export trade. Engineers are now laying out a siding to the Essex Terminal Railway. The first building will be 100 by 400 ft. Others will be built as required. It will be of saw-tooth construction, much the same as the Detroit plant.

The Chalmers Motor Co., Detroit, Mich., has organized a Canadian company with a capital of \$1,000,000, and will locate in Windsor, Ont. The exact location of the Canadian plant has not been divulged as yet, but it is understood that it will be along the river bank.

OPENING FOR HAMMERS AND CHURNS

W. J. Egan, trade commissioner at Cape Town, South Africa, reports to the Canadian Government that there exists a demand for hammers and churns of a light portable kind.

The E. T. Wright Co., Hamilton, is enlarging its plant by adding two storeys to its factory.

Mecca Specialties Co., Ltd., Toronto, has been incorporated with a capital of \$40,000, to make and deal in novelties, kitchen supplies, household and plated wares, etc.

W. L. Helliwell, manager of the Gurney North-West Foundry Co., Winnipeg, has been promoted to the management of the Gurney-Massey Co., Montreal, and he is succeeded at Winnipeg by A. J. Taylor.

Cinnamon-Allin, Ltd., Lindsay, Ont., has received an Ontario charter to take over D. Cinnamon's hardware and tinsmithing business. The capital is set at \$40,000. Dan. Cinnamon and Arthur W. Allin are directors.

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware Journal

The Interstate Electric Novelty Co. of Canada, Ltd., 220 King St. W., Toronto, manufacturers of electric novelties, are placing on the market a newly-patented fibre-covered non-circuiting flashlight, which, they state, "cannot be short-circuited under any conditions, saving the battery as well as the flashlight itself. These non-short-circuiting flashlights are now being made in



Fibre-covered non-circuiting flashlight of Interstate Electric Novelty Co., 220 King Street W. Toronto.

eight different sizes ranging from the baby tubular, illustrated, which can easily be slipped into the pocket, to big, powerful miner's lights for hard usage. The advantages of a non-short-circuiting flashlight to motorists, engineers, mechanics and everybody else whose work brings them into contact with metal objects are apparent." Full particulars will be sent on application.

The Onward Mfg. Co., Berlin, has made a number of improvements in the Eureka electric vacuum cleaner. These may be seen by a reference to the accompanying illustrations. The handle has been curved to suit the



Eureka vacuum cleaner of Onward Mfg. Co., Berlin. Small cut shows switch arrangement in handle.

natural position of the hand when the machine is drawn back and forth.

The small illustration shows the button switch, by which the power is conveniently controlled. By simply pressing the button lightly forward with the thumb the machine is started. To stop it the switch is pressed lightly backward.

A third new feature is the hook on the handle for holding the cord. Here the cord is conveniently hung when the machine is put away after using.

The Banwell-Hoxie Wire Fence Co., Ltd., Hamilton, say that they have one of the best investments for poultry, in their strong, durable "Peerless" poultry fencing, which gives perfect protection for the small chicks. They can't get through. This material is made of open

hearth steel wire, and is securely locked together at each intersection of the wires. Will outlast ordinary poultry netting several times over, always looks trim, needs less posts than other kinds of fencing, and is a most economical poultry fence.

The firm wants to hear from dealers and poultry raisers should see this fence. It is a satisfactory line to handle. Catalogue describing it, together with ornamental and farm fencing, gates, etc., will be sent on request.

Meakins & Sons, Ltd., Hamilton, have added this year a number of new articles to their already large and growing lines. In brushes there are a new black bristle flat chisel varnish brush, the "Tiger" brand flat paint brush, their 47E stamped "Challenge" all white pure bristles, and their 47F stamped "Prince" all yellow pure stiff Russian bristles, a line of oval painters' dusters, and some new pure camel hair lacquer brushes.

In sweeping and cleaning brushes the new additions are "Terrier" and "Ajax" floor brushes, a new style round window brush, and a new style oval car window washer, a handy kitchen scrub with handle, and the "King" scrub with flat back. A wire sink scraper, weighted floor waxing brushes, light floor polishing brushes, "Eclipse" sleeve boards, extension ladders; "Diamond," "Hudson" and "Ideal" clothes racks and horses; hat and clothes racks, nursery bars, sawbucks, are among the new novelty and woodenware specialties.

The company are now putting up their black bristle flat varnish and paint brushes in individual boxes.

WAR ON GOPHERS

The Remington Arms U.M.C. Co. have devised an advertising scheme which bodes ill for any gophers who may be enterprising enough to show themselves in Western Canada after the first of May next. Hardware dealers will be supplied with entry cards and all other necessary equipment and advertising matter for a gopher shooting contest. The company will donate a Remington U.M.C. model 6, 22 cal. rifle as a local prize to each dealer and a model 10a pump gun to the slayer of the largest number of gophers, entering the contest, who will be called the Grand Western Champion. The period of competition is from May 1 to June 10 inclusive.

This should prove an extremely useful advertising campaign in the West and cut down to a considerable extent the loss through gophers during the coming season. It is calculated to produce immediate stimulation in the demand for rifles and ammunition, and will undoubtedly bring good results, if properly handled. Dealers who have not already had particulars of the contest should write to A. J. Bruff, assistant sales manager of the company, at Windsor, Ont.

ADVERTISING AGENCY CHANGES NAME

The advertising agency known to the Canadian newspaper and business world as Ads-Limited has secured letters patent changing the name to R. C. Smith & Son, Ltd. When Adam F. Smith, formerly with the Canadian Wm. A. Rogers Co., Ltd., became associated with R. C. Smith, it was thought desirable to have the personnel of the principals more closely connected with the name of the firm. The management and staff will be the same as formerly, with offices in the Imperial Bank Building, Yonge and Queen Streets, Toronto.

Brushes and Brooms

Bearing This Mark

are absolutely guaranteed, and if found defective, may be returned and will be replaced entirely at our expense. The dealer cannot lose on Boeckh's Guaranteed Brushes and Brooms and besides your customer is assured of getting satisfaction.



The Boeckh Bros. Company, Ltd.

Toronto, Canada

NEW IRON AND STEEL PLANTS IN CANADA

The construction work of the Port Moody Steel Works plant, at Port Moody, B.C., is progressing rapidly, and is expected to be completed within a few months. The rolling mill will turn out smaller shapes.

The Manitoba Steel Foundries, Ltd., Winnipeg, Man., recently incorporated, will install an electric furnace. Peter J. Smith, 1006 Electric Railway Chambers, is manager.

The Stanley Steel Company, Ltd., Hamilton, Ont., has been incorporated with a capital stock of \$250,000, by Arthur F. Hatch, Thomas C. Haslett, William F. McGiverin, and others, to manufacture iron, steel, sheet metal, steel rails, wire, machinery, tools, etc.

The Hamilton By-Products Coke Oven Company, Hamilton, Ont., has finished plans for an extensive coke oven plant which it will build on the water front.

SHOT TOWER FOR CANADA METAL CO

The Canada Metal Co., Toronto, have placed a contract with the Ontario Wind Engine & Pump Co. for a shot tower. The tower will be 12 ft. square and 160 ft. high, closed in with corrugated iron. The foundation walls for the tower are 12 ft. square, 31 1/2 ft. thick, and about 20 ft. deep. The tower will be fastened to the foundation by eight 2 in. bolts. The tower will weigh about 90,000 lbs.

On the top floor, where there is a 3 ft. balcony, are placed the melting pot and screens. Material is elevated by an elevator and stairs also lead to the top floor. The melted metal is dropped through screens of proper mesh and caught in a water tank at the bottom of the tower. The metal forms into globules when falling through the air and is hardened by the water.

CANADIAN INDUSTRIAL NOTES

Guelph—Alexander Callander, formerly of the Taylor-Forbes Co., is erecting a small foundry here for the manufacture of the smaller articles made in a moulding shop. The building will be 50 x 100 feet and the plant will cost \$8,000. The work to be taken up first will be that of making small castings. Eventu-

ally it is hoped that should success attend the enterprise, stoves will be manufactured in the factory.

SAXON HEADQUARTERS FOR CANADA AT WINDSOR

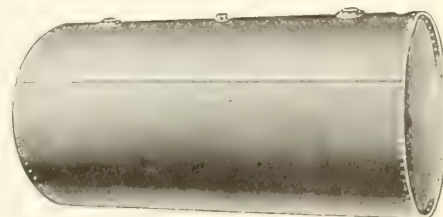
The Saxon Motor Co. is the latest Detroit industry that is opening up a Canadian branch in Windsor. It has taken premises at 99 Pitt Street West, which will be the headquarters for Canadian business. Mr. K. W. Macrae is to be the manager, according to the announcement.

Harry W. Ford, who was formerly associated with the Chalmers Motor Co., is the president of the Saxon Motor Co., which has built up an extensive business in the last year or two.

GASOLINE TANKS AND PUMPS

Riveted by experts
and tested under
air pressure.

EVERY ONE
GUARANTEED



Complete outfits for under ground storage, including pump and fittings, from \$20 upwards.

WRITE FOR No. 25 CATALOGUE

The Steel Trough & Machine Co., Limited

TWEED

ONTARIO

SERVICE BY ASSOCIATIONS ACROSS THE LINE

There are a number of features that interest hardware dealers in various affiliated trade associations in the United States. The "Price and Service Bureau" of the National Association is at the service of every member of the various State organizations, and nearly every State has also a mutual fire insurance department. For good reasons this latter was not added to the service of the Ontario Retail Hardware and Stove Dealers' Association.

The Illinois Retail Hardware Association has a freight traffic department, which audits members' freight bills. Within a few months claims amounting approximately to \$2,000 were filed with this department.

On this freight audit matter the Missouri Association has saved its members hundreds of dollars on over-charged freight bills, some of the bills audited going back to 1909.

The Iowa Association also maintains a freight audit department, which is free to its members and affords considerable revenue to many who have been over-charged on this item. This association has, as well, relations with a casualty company that affords opportunity of obtaining "workmen's compensation" insurance at cost. Since the introduction of "workmen's compensation" as a feature of Government welfare work in Ontario, it has not been necessary for the O.R.H. & S.D.A. to introduce this feature.

The service of the New York State Association for its members includes: Legislative information; an exchange department; freight auditing bureau; insurance reports and criticisms of insurance forms; confidential information on all hardware subjects; arbitration of complaints; reports on credit standing of new customers; free subscription to National Hardware Bulletin; hardware mutual insurance; market conditions, and confidential price service available every business day of the year without any charge whatever.

The Oklahoma Hardware Association has an exchange department; a freight audit department, which has gone a long way to show dealers that the organization's service was worth many times the amount of the yearly fee; and a service for locating "absent friends."

The Nebraska Retail Hardware Association issues a monthly association booklet that does good work in smoothing the rough places.

The Minnesota Retail Hardware Association helps members with their freight audit department. In two years the association collected \$30,000 on old freight bills. It lists hardware stocks for sale and gives them publicity. It maintains also a credit bureau for its members, some \$4,000 in old debts having been collected through this bureau.

LEAKS IN HARDWARE STORES

At the late retail hardware convention in Toronto the question of "leaks" in the store came up for discussion. Here is an incident which may not be a leak, but nevertheless it was a loss to the store in question, and it might happen in any hardware store. Simonds Saw News tells the story.

One of the most up-to-date hardware stores in Boston is not far from the North Station. Its window displays are most attractive. One of the largest manufacturers of tools went into the store one morning, on his way from the North Station, to buy a safety razor. No one came forward to wait on him, no one told him where

the safety razors were, and he stood and actually waited in that store, to see who would wait upon him, for twenty-five minutes. Then he walked out disgusted with the inside salesmanship of one of the best hardware stores in Boston.

"If I had gone to one of many of the chain drug stores," said he, "I would have found what I wanted in a minute and been waited on. There isn't a hardware store in the country which is not losing much by the inefficient sales methods inside the store. There ought to be some one in every hardware store whose business it is to meet those who come in and tell people at what counter they can find things, and the arrangement of the store itself ought to be so clear and simple that he who comes to buy may find readily what he wants."

This criticism of the way in which hardware stores do business is a just one. Every large department store has a floorwalker, whose business it is to see that people are properly waited upon, and are able to get quickly such information as they may wish. The up-to-date hardware store is becoming more and more of a department store selling everything in the way of hardware novelties; and yet even the best of the hardware stores are labyrinths of perplexity to him who enters to buy.

If the salesmen were given incentives to sell goods—a commission above sales or some sort of a bonus if they sold over a certain amount—if an effort was made to greet pleasantly everyone who entered the store, and if the information that the customer desired about goods was quickly and courteously given, it would make a reputation not only for the store, but increase profits many thousands of dollars in the course of the year.

We pass this idea on to you, Mr. Dealer, and recommend that you have in your store some one person whose business it is to see that the information the purchaser seeks is promptly supplied, and if your store is big enough, we suggest that a diplomatic, courteous representative of your house be placed inside near the door, whose business it is to direct all who come in to the person who will sell them the goods they want.

Passing Thoughts on Business

By W. L. E.

Business is still going up and failures still going down. Last month's failures were 17 per cent. lower than a year ago.

While the sun is coaxing Spring see that your windows coax customers.

He is an unwise merchant who works so hard that he hasn't time to think.

He who would be boss in his own store must first be master of himself.

Merchants who do the work that ought to be done by the juniors are wasting both time and money.

Rapid turnover of stock is more to be desired than much capital.

PREVAILING MARKET PRICES

Toronto, April 8

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS

Aluminum, ingots	0 69
Antimony, per lb.	0 48
Brass rods, ½ to 1 inch. .	0 55
Sheets, up to 20 gauge. .	0 60
Tubing, 1 inch base....	0 55
Copper, ingots, casting... .	0 30 ½
Sheets, plain, 14 oz. .	
base	0 45
Sheets, tinned, 14 oz. .	
base	0 54
Sheets, planished, 14 oz. .	
base	0 57
Sheets, braziers	0 46 ½
Bars, round ½ to 1 in. .	0 46
Black Sheets, 28 gauge base,	
Toronto	3 80
Montreal	3 80

Canada Plates—

Ordinary, 52 sheets, To-	
ronto	4 50
All bright, 52 sheets... .	6 30
Galvanized Apollo Gorbals	
18x24x52	6 25
60	6 50
20x28x80	6 75
20x28x80	7 00
20x28x80	13 50

Galvanized Sheets (Corrugated)

10 p.c. off.	
22 gauge, per 100 sq. ft. .	9 00
24 gauge, per 100 sq. ft. .	8 00
26 gauge, per 100 sq. ft. .	6 00
28 gauge, per 100 sq. ft. .	5 50

"Premier" galvanized steel sheets (f.o.b. Hamilton or Toronto)

10 ½ oz.	6 95
U.S. No. 28	6 75
U.S. No. 26	6 45
No. 22 and No. 24	6 30
No. 18 and No. 20	6 10
No. 16 ga.	5 95
No. 14 ga.	5 75
25c. more in less than 5 bdl. lots.	

Galvanized Sheets, Fleur Queen's de Lis Head

16-20 gauge ..	6 40	6 65
22-24 gauge ..	6 55	6 75
26 gauge	6 70	7 00
28 gauge	7 00	7 25
Apollo brand		Toronto
24 gauge	6 10	
26 gauge	6 25	
28 gauge	6 50	
10 ½ oz., equal to 28		
Eng.	6 75	

25c. more for less than case lots.

Toronto

Bar Iron, per 100 lb. .	2 90
Refined horseshoe iron. .	3 00
Sleigh shoe and mild steel	3 00
Tire steel	3 15

Lead, Canadian pig

Sheets, base, 3 ½ lbs. sq. ft.	12 50
Pipe	13 50
Waste pipe	14 15
Traps and bends	15 p.c.

Solder, guaranteed, lb.

Spelter, foreign, per 100 lb.

Sheet zinc, 5 cwt. casks.

Tin ingots, 100 lbs.

Tin Plates, charcoal—

M L S and Famous	Per box
I C, 14x20 base	8 00
I X, 14x20 base	9 00
I X X, 14x20 base	10 25

"Dominion Crown Best"—Rat-

tinned.

I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 50

"Allaway's Best"—Standard

Quality.	
I C, 14x20 base	6 75
I X, 14x20 base	7 75
I X X, 14x20 base	8 75

Bright Cokes, Bessemer Steel.

I C, 14x20 base	6 50
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Tern Plates.

I C, 20x28, 112 sheets	10 00
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Tinned Iron.

72x30 up to 24 gauge, case lots	13 25
72x30 up to 26 gauge, case lots	13 75

Scrap Metal, Dealers' Buying

Prices—

Heavy Copper and Wire,

lb.

Light copper bottoms.

Heavy red brass
Heavy yellow brass	0 16
Light brass	0 11 ¾
Heavy lead	0 07 ¾
Tea lead	0 06 ¾
Scrap zinc	0 13 ¾
No. 1 wrought iron. .	18 75
Machinery cast scrap	
No. 1	16 50
Stove plate	9 50
Malleable	10 00

Iron Pipe, per 100 feet—

Black base, 1 inch

Galvanized base, 1 inch 10 97

Iron Pipe Fittings—

Canadian malleable, 27 ½; cast

iron, 60 and 5; standard bush-

ings, 65; headers, 60; flanged

unions, 60; malleable bushings,

60 and 5; nipples, 72 ½; malle-

able lipped unions, 60; plugs,

60 and 5.

Soil Pipe and Fittings—

Medium and extra heavy pipe

up to 6 inch, 65; 7 and 8 in.

pipe, 45 off.

PAINTS AND GLASS

Chemicals, in casks, per lb.—

Arsenate of lead, dry.

Colors in Oil—

Venetian red, 1 lb. tins,

pure
Chrome, yellow, pure	0 35
Golden ochre, pure	0 16
French ochre, pure	0 15
Chrome green, pure	0 15
French permanent green,	
pure	0 20
Marine black, 25 lb. .	0 20
irons	0 06
Signwriters' black, pure	0 22
Glue, in sheets	0 14
1 lb. pkgs (Braunford) .	0 25
Petroleum—	
Can. prime white, gal. .	0 13 ½
U.S. water white	0 17
U.S. Pratt's astral	0 17 ½
Castor oil, per lb., in	
bbls.	0 45
Motor Gasoline, single	
bbls.	0 32
Benzine, per gal., single	
bbls.	0 31 ½
Paris Green—	
1 lb., 100s.	0 43 ¾
Putty—	
Bulk, 100 lb. drums. .	2 85
Bladders in barrels .	3 25
Ready Mixed Paints—	
Per gal., qt. tins 1 85	2 65
Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt.	13 50
Genuine, 100 lb. kegs,	
per cwt.	13 87 ½
Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels	0 80
Linseed Oil, single bar-	
rel, raw	0 98
Linseed Oil, single bar-	
rel, boiled	1 01
Rosin, "G" grade, bbl.	
per 280 lbs.	7 00
Varnishes, per gal. cans—	
Carriage No. 1	1 60
Pale durable body	3 60
Finest elastic gearing. .	3 10
Black and	1 70
Furniture, polishing ..	2 10
Furniture, extra	1 30
Furniture, No. 1	1 25
Light oil finish	1 40
Gold size japan	2 10

Turps brown japan	1 45
Baking black japan	1 45
Crystal Damar	2 60
Pure asphaltum	1 50
Oilcloth	1 60
Lightning dryer	1 15
Pure white shellac var-	
nish, in barrels	2 20
Pure orange shellac var-	
nish, in barrels	2 05

White Lead—

Canadian pure,

ton lots

Canadian pure,

less than tons 13 80 14 55

Window Glass—

United Inches Star D.D.

Under 25

26 to 34

35 to 40

41 to 50

51 to 60

61 to 70

71 to 80

81 to 85

86 to 90

91 to 95

95 to 100

Toronto, 30 p.c.

Miscellaneous—

Beeswax, per lb.

Pine tar, ½ pt. tins, doz. .

Plaster of Paris, bbl.

Paris white, bbls.

Whiting, gilders, bolted

Whiting, plain

Chain—Proof coil, per 100 lb.: ¼

in., \$8.85; 5-16 in., \$7.50; ¾

in., \$6.75; 7-16 in., \$6.55; 1 ½

in., \$6.35; 9-16 in., \$6.35; 5 ½

in., \$6.20; ¾ in., \$6.10; 1 in.,

\$5.95; 1 in., \$5.80.

Forges—

Blacksmith's portable,

135 lbs.

Horse Nails—

\$2.65 per box base No. 9 and

larger; Sampson No. 10 base,

\$2.25.

Less 10 p.c.

Horseshoes — Iron, light and

medium No. 1 and smaller,

\$4.40; No. 2 and larger, \$4.10;

snow pattern, No. 1 and smaller,

\$4.40; No. 2 and larger, \$4.15;

"X.L." new light steel, No. 1

and smaller, \$4.60; No. 2 and

larger, \$4.35; "X.L." feather-

weight steel, No. 0 to 4, \$5.75;

special countersunk steel, No. 0

to 4, \$6.25 pkg.; toe-weight, all

sizes, \$6.75.

Tee-calks Standard, J.P. & Co.,

"Blunt" No. 1 and smaller,

\$1.50; No. 2 and larger, \$1.40;

"Sharp" No. 1 and smaller,

\$1.75; No. 2 and larger, \$1.60

per box. 25-lb. boxes.

Wire Nails, base

Cut nails—Montreal, \$3.20; To-

ronto, \$3.20.

Miscellaneous wire nails, 75 p.c.

Coopers' nails, 33 1-3 p.c.

Pressed spikes, ¾ diameter, per

100 lbs., \$3.70.

Hay Baling Wire (annealed)—No.

12 and 13, \$4.25; No. 13 ½,

\$4.35; No. 14, \$4.50; No. 15,

\$4.75, in lengths 6 ft. to 11 ft.,

10 per cent., other lengths 20c.

per 100 lbs. extra.

Clothes Line Wire—No. 19, \$3.75,

six strand.

Coiled Spring Wire—

High Carbon, No. 9, \$3.50; No.

12, \$3.65, Montreal.

Fine Steel Wire—20 per cent.

Galvanized Wire—From stock,

f.o.b. Montreal—100 lbs., No.

9, \$2.25, base. In car lots

straight or mixed.

Poultry Netting—Discount 30 p.c.

on 1 and 2 in. mesh.

Smooth Steel Wire—Base, \$3.60

Wire Fencing, car lots—Toronto

Galvanized, barb

Galvanized, plain twist. 4 35

Fence Staples—Bright, \$3.80; gal-

vanized, \$4.65.

Wire Rope—Galvanized, 1st grade,

6 strands, 24 wires, ¾, \$7.25;

1 inch, \$21.00.

Black, 1st grade, 6 strands, 19

wires, ¾, \$6; inch, \$18.50. Per

100 feet f.o.b. Toronto.

Vises, per lb.

Hinged pipe vise, 25 lbs. 8 55

Saw vise

Blacksmith's, 60; parallel, 45

per cent.

GENERAL HARDWARE

Adzes—Carpenters'

per doz.

Axes—Single bit,

per doz.

Double bit, per

doz.

Bench axes ..

Broad axes ..

Hunters' axes. .

Boys' axes ..

Lathing

hatchets ..

Shingle hatchets

Claw hatchets. .

Barrel hatchets

Ammunition—Remington Arms U.

M.C. Co., Resale discounts Eastern

Canada: 22 Short Lesmok,

22 Long Lesmok and Smokeless,

40—2 ½ p.c. off; 22 Short

Smokeless, 50—2 ½ p.c. off; 22

Long Rifle Lesmok and Smoke-

less 30—2 ½ p.c. off; 41 Swiss

Ball and Shot Cartridges, 26 ½

p.c. advance; all other R. F.

Ball Cartridges, 17 ½—5 p.c.

cent. off; all other R. F.

Shot Cartridges, 20—15 p.c. off;

Centre Fire Pistol and Rifle Ball

Cartridges, 15 ½ p.c. advance;

Centre Fire Pistol and Rifle Shot

Cartridges, 4 p.c. off; Centre

Fire Military and Sporting Ball

Cartridges, 26 ½ p.c. advance;

Centre Fire Military and Sport-

ing Shot Cartridges, 15 p.c. ad-

vance; Primed Shells and Bul-

lets, 20 p.c. advance; Brass shot

Shells First Quality, 30—10 p.c.

off; Brass Shot Shells, Second

Bells—	
Sleigh bells, shaft and hames, pair, 22c. up.	
Sleigh bells, body straps, each, \$1.15 up.	
Farm bells. No. 1, \$1.65.	
Building Paper, Etc.—	
O.K. paper, per roll.....	0 95
Plain Fibre, No. 1, per 400 ft. roll.....	0 60
Tarred Fibre, No. 1 per 400 ft. roll.....	0 66
Tarred Fibre, No. 2, 25 lb., per roll.....	0 46
Dry Fibre, No. 1.....	0 54
Plain Surprise, per roll..	0 42
Resin sized Fibre, per roll	0 42
Asbestos building paper, per 100 lbs.....	3 50
Heavy straw, plain and tarred, per ton.....	36 00
Carpet Felt, per 100 lbs..	3 25
Tarred wool roofing felt, per 100 lbs.....	2 10
Heavy Fibre, 32 and 60, 100 lbs.....	2 00
2 ply Ready Roofing, per square.....	0 75
3 ply Ready Roofing, per square.....	0 95
2 ply complete, per roll..	1 15
3 ply complete, per roll..	1 35
Liquid Roofing Cement, bbls., per gal.....	0 22
Liquid Roofing Cement, tins.....	0 23
Crude Coal Tar, per barrel	4 50
Refined Coal Tar, tins, per doz.....	1 25
Refined Coal Tar, per barrel.....	5 50
Shingle Varnish, per bbl..	5 00
Caps, per lb.....	0 05
Nails, per lb.....	0 05
Mop, cotton, per lb.....	0 17
Butts—Plated, bower barff and nickel, 45 per cent.	
Wrought brass, 45 per cent. off revised list.	
Cast iron loose pin, 60 per cent.	
Wrought steel, fast joint and loose pin, 70 and 5 per cent.	
Cement—Portland, bags	
per bbl.....	1 50 1 85
Cold Chisels, 5 x 6 in., doz. 2 20	
Bevel edge, 1 inch, doz....	2 50
Conductor Pipe—	
2 inch, in 10 ft. lengths—	4 40
3 " " " " " "	5 34
4 " " " " " "	7 04
5 " " " " " "	9 63
6 " " " " " "	11 72
Door Knobs—Canadian, 45 per cent.	
Porcelain, mineral and jet knobs, net list, plus 5c.	
Door Sets—Canadian, 50 per cent.	
Door pulls, 60 per cent.	
Door Hangers (Parlor)—	
Single sets, each.....	1 80
Double sets, each.....	3 25
Unbreakable rail, 100 feet 5 00	
Draw Knives—	
Carpenters' 6 inch, doz....	5 25
Holding handles, 8 in., doz. 1 80	
Folding handles, 8 in., doz. 1 80	
Escutcheon Pins—Steel, discount 50 per cent. Brass, 50 per cent.	
Eavetrough—	
8 in. in 100 ft. lengths..	3 80
10 " " " " " "	4 24
12 " " " " " "	5 01
15 " " " " " "	6 88
Factory Milk Cans—	
Milk cans and pails, 25 p.c.	
Hand delivery and creamery cans, 25 p.c.	
Railroad and cream cans and taps, 40 p.c.	
Creamery trimmings, net.	
Files and Rasps—	
Disston's, 70; Great Western, American, Kearney & Foot, Globe, all 65 and 10; Black Diamond and Nicholson, 60 and 5; Delta 55 and 10.	
Hammers—Tack, iron, doz.. 0 35	
Ladies' claw handled, doz. 0 60	
Adze eye nail hammer, 10 oz., doz.....	1 25
Adze eye, hickory handle 1 lb., doz.....	6 25
Adze eye, straight claw, 1 lb., doz.....	7 00
Farriers' hammers, 10 oz., doz.....	5 50
Tinners' setting, ½ lb., doz.....	4 50
Machinists', ½ lb., doz....	3 20
Sledge, Canadian, 5 lbs. and over.....	0 09
Sledge, Masons, 5 lbs. and over.....	0 10
Sledge, Napping, up to 2 lbs.....	0 13½

Harvest Tools—	
Samson, best quality, 40 and 5 per cent.	
Sidewalk and stable scrapers, net, \$2.25.	
Wood hay rakes, 40 and 10 per cent.	
Lawn rakes, net.	
Hinges—Blind, 50 per cent.	
Heavy T and strap discount, 27 per cent.	
Light T and strap, 50 and 5 p.c.	
Screw hook and hinge, \$4.60, \$5.50.	
Crate hinges and back flaps, 65 and 5 p.c.	
Chest hinges and hinge hasps, 55 p.c.	
Hinges (Springs)—Per gross—No. 5, \$18.60; No. 10, \$19.50; No. 20, \$9.75; No. 50, \$24; No. 51, \$10.20; No. 120, \$18.60.	
Hooks—Bright wire screw eyes, 60 p.c.	
Bright steel gate hooks and staples, 40 p.c.	
Iron screw hooks, 60 and 20 p.c.	
Iron gate hooks and eyes, 60 and 20 p.c.	
Crescent hat and coat wire, 60 per cent.	
Stove pipe eyes, kitchen and square hooks, 60 p.c.	
Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.	
Extension ladders, 16c. per foot up.	
Lanterns—No. 2 or 4 Plain Cold Blast, per doz., \$7.25.	
Lift Tubular and Single Plain, per doz., \$5.25.	
Japanning, 50c. per dozen extra.	
Prism Globes, per dozen, \$1.20.	
Lamp wick, 50 per cent.	
Lawn Hose—Competition grade, 70 and 10.	
Locks and Keys—Canadian 50 and 10 per cent.	
Mallets—Tinmiths', 2½ x 5½ in., per doz..... 1 65	
Carpenters', round hickory, 6 in.....	1 95
Lignum Vitae, round, 5 inch.....	3 65
Caulking, No. 8, oak.....	17 80
Mattocks—6 lb., 18 inch, \$6 doz.	
Picks, 6 to 7 lb., \$4.65 doz.	
Pick handles, \$1.85 dozen.	
Prospectors' hammers, 16½c. per lb.	
Drilling hammers, 6 cents per lb.	
Crowbars, 4½ cents per lb.	
Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.	
Davidson oilers, 45 p.c.	
Zinc and tin, 45 p.c.	
Coppered oilers, 45 p.c.	
Brass oilers, 45 p.c.	
Malleable, 25 p.c.	
Planes—Wood bench, Canadian, 15 per cent.	
Wood, fancy, 15 per cent.	
Rope and Twine—	
Sisal rope.....	0 13
Pure Manila rope.....	0 21
"British" Manila.....	0 17
Cotton, 3-16 inch and larger.....	0 27
Russia Deep Sea.....	0 34
Jute.....	0 15
Lath Yarn, single.....	0 13
Lath Yarn, double.....	0 13½
Sisal bed cord, 48 feet, per doz.....	0 72
Sisal bed cord, 60 feet, per doz.....	0 90
Sisal bed cord, 72 feet, per doz.....	1 08
Cotton clothes line, 27 off.	
Bag, Russian twine, per lb.....	0 27
Wrapping, cotton, 3-ply twine.....	0 21½
Wrapping, cotton, 4-ply twine.....	0 23½
Mattress twine, per lb.....	0 45
Staging twine, per lb.....	0 35
Rivets and Burrs—Iron Rivets, black and tinned, 42½.	
Iron Burrs, 42½ per cent.	
Copper Rivets, usual proportion of burrs, 30 p.c.	
Copper burrs only, 50 p.c.	
Rivet Sets—Canadian, 35 to 37½ per cent.	
Sad Irons—Mrs. Potts, No. 55, polished, per set..... 0 85	
Mrs. Potts, No. 50, plated, per set.....	0 90
Mrs. Potts, handles, japanned, per gross....	8 40

Common, plain.....	5 00
Common, plated.....	5 50
Asbestos, per set.....	1 50
Sand and Emery Paper, 40 p.c.	
Sash Weights—	
Sectional, ½ lb. each, per 100 lbs.....	2 40
Solid, 3 to 30 lbs.....	1 90
Sash Cord—No. 6, per lb. 0 33½	
Screws—Wood, F. H., bright and steel, 80.	
Wood, R. H., bright, 75.	
Wood, F. H., brass, 47½.	
Wood, R. H., brass, 45.	
Wood, F. H., bronze, 40.	
Wood, R. H., bronze, 37½.	
Drive screws.....	65 10 10
Set, case hardened.....	60 and 10
Square cap.....	60 and 10
Hexagon cap.....	60 and 10
Bench, wood, per doz., \$5.00	
Bench, iron, per doz., \$4.75	
Screws (Machine)—	
Flat head, iron, 27½ per cent.	
Brass, net.	
Fillister head, iron, 10; brass, net.	
Shovels and Spades—	
Canadian No. 1, 50; No. 2 grade, 45 p.c.	
No. 3 and 4 grade, 35 per cent.	
Soldering Irons—	
Base, per lb., 33 cents.	
Sap Spouts—	
Bronzed iron with hooks, per 1,000.....	6 00
Eureka tinned steel hooks, per 1,000.....	8 00
Staples—	
Poultry netting, 100 lbs..	12 00
Stovepipes—	
5 & 6 in., per 100 lengths	8 50
7 inch, per 100 lengths..	9 00
Nestable, 40 per cent.	
5 and 6-inch elbows, per doz.....	1 46
7 inch elbows, per doz....	1 64
Thimbles, 70 p.c.	
Tacks—	
Strawberry box tacks, bulk; cheese box tacks, bulk; trunk tacks, blank and tinned, bulk; carpet tacks, bulk; carpet tacks, tinned; carpet tacks (in kegs); cut tacks, bulk, in dozs. only; cut tacks, ¼ cut tacks, bulk and tinned, in weights; Swedes upholderers' bulk; Swedes brush, bulk and tinned, bulk; Swedes gimps, bulk, tinned and japanned; zinc tacks, prices quoted on application; leather carpet tacks; copper tacks.	
Discount, 75 and 10 per cent.	
Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.	
Tinners' Snips—35 per cent.	
Tinners' Trimmings—40 p.c.	
Plain, 70.	
Retinned, 70.	
Traps (steel gate)—Newhouse, 40 per cent.	
Hawley & Norton, 57½ per cent.	
Victor, 70 per cent.	
Oneida Jump (Star), 65 p.c.	
Wheelbarrows—	
Navy, steel wheel, dozen 26 25	
Garden, steel wheel, doz. 39 60	
Wire Cloth—Painted Screen, in 100 ft. rolls, \$1.87½ per 100	

sq. ft.; in 50-ft. rolls, \$1.92½ per 100 sq. ft.	
Wire Door Mats—16 x 24, doz., \$9.00.	
HOUSEFURNISHINGS	
Stoves and Ranges—	
Gas ranges, 50 per cent.	
Stoves and ranges, 50 per cent.	
Furnaces, 45 per cent.	
Registers, 70 and 10 per cent.	
Range Boilers—35 gallon, Standard, \$4.75; extra heavy, \$7.00.	
Kitchen Sinks—Cast iron, 16 x 24, \$1; 18x30, \$1.15; 18x36, \$1.95.	
Flat rim enameled sinks 16x24, \$2.40; 18x30, \$3.70; 18x36, \$4.15.	
Enamelled Ware—White ware, 70 per cent.	
Canada, Diamond, Premier, 40 and 10 per cent.	
Pearl, Imperial, Crescent and granite steel, 60 p.c.	
Star decorated steel and white 20, 10 and 5 per cent.	
Hollow ware, tinned cast, 80 and 10 per cent. off.	
Copper Ware—Copper boilers, kettles, 15 per cent.	
Copper tea and coffee pots, 15 per cent.	
Copper pitts, net.	
Galvanized Ware—Dufferin pattern pails, 10 per cent.	
Galvanized washtubs, 10 p.c.	
Pieced Ware, 25 per cent.—	
Copper bottom tea kettles and boilers, list.	
Coal hods, 25 per cent.	
Boiler and tea kettle pitta, list.	
Stamped Ware—Plain, 70 per cent.	
Retinned, 66 2-3 per cent.	
Silverware—Hollowware, 40, flatware, 40 and 10.	
Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Hamilton, London, and St. Marya, 40 per cent.; f.o.b. Ottawa, ston and Montreal, 37½ p.c.	
Washing Machines—	
Downsall.....	5 00
New Century, Style A....	9 00
Ideal Power.....	16 00
Stephenson..... (net)	6 00
Puritan Motor.....	16 00
Low Pressure Water Motor Washer..... 16 00	
Connor Ball Bearing, with rack.....	10 25
I X L.....	10 00
Gem.....	8 75
Winner.....	8 00
Connor Improved.....	5 00
Discount, 20 p.c.	
Wringers—	
Royal Canadian, 11 in., doz.....	45 25
Eze, 10 in.....	51 75
Bicycle, 11 inch.....	56 25
Trojan, 12 inch.....	100 00
Unexcelled, 104-E.....	72 00
Favorite 511E and 521E	57 75
Domestic 531E and 541E	63 00
Challenge 311E and 321E	51 00
Ottawa 331E and 341E.....	56 25
Sunlight 111E and 121E	44 25
Sunlight 111.....	42 00
Royal Canadian 151.....	45 25
Discount, 15 p.c.	

"STORE MANAGEMENT COMPLETE"

272 Pages

ONLY ONE DOLLAR

13 Chapters

Tells all about the management of a Store, so that not only the greatest sales but the largest profit may be realized.—By FRANK FARRINGTON.

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MOST RELIABLE
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The PARMENTER BULLOCH CO. Limited
GANANOQUE, ONT.

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Toronto

52 Canada Life Building
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and

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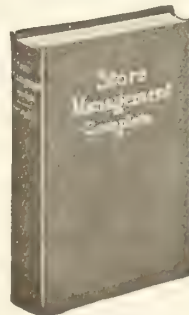
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THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

Absolutely New

Just Published

Commercial Press, Limited

32 Colborne Street
Toronto, Ontario

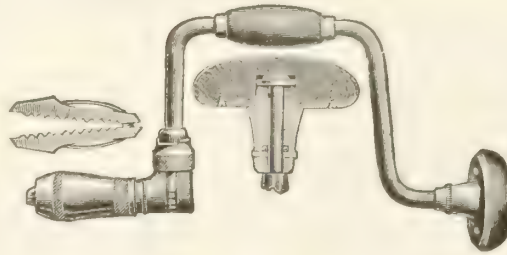
ATKINS

Trowels and Braces



Atkins Trowels

are made of *Sterling* Saw Steel. They satisfy the best mechanics and command the highest profit. Get our prices for Spring of 1916.



Atkins Braces

are known as the Profitable Line. Everything about them the very best for the money. Our complete Brace Catalog ready for the asking.

E. C. ATKINS & CO.

Makers of Sterling Saws

Factory: HAMILTON, ONT.

Vancouver Branch: 109 Powell St.

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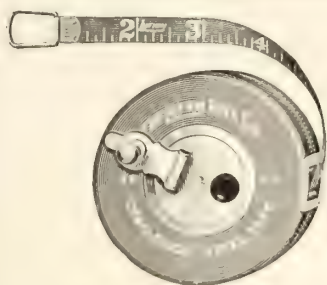
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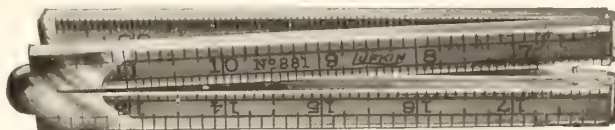
LUFKIN MEASURING TAPES and RULES

WILL SELL WELL

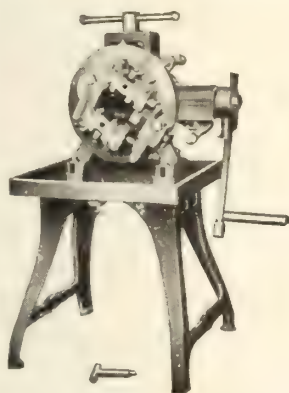
Back of that are these causes—*The quality put into the goods—The reputation they bear among users.* But, the thing that most deserves your attention as a dealer is this fact—**THEY WILL MOVE.** Not only are they the best, but they are recognized as such by users of Measuring Tapes and Rules. More of them are in use than any other make.

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



No. 00. Hand or Power

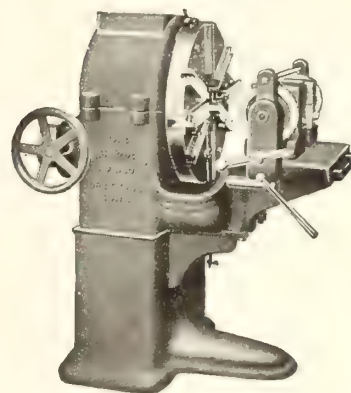


**ARMSTRONG
PIPE THREADING
AND CUTTING OFF MACHINES**
ARE PROFITABLE FOR FITTERS TO USE
PORTABLE STRONG LABOR SAVERS
MADE OF THE BEST MATERIAL

MANUFACTURED BY
THE ARMSTRONG M'F'G. CO.

333 KNOWLTON ST.
BRIDGEPORT - CONN.
CATALOGUE MAILED UPON REQUEST

No. 3. Power Only



**RED
S
BRAND
WINDOW
GLASS**



**GLASS
BENDERS
TO
THE
TRADE**

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

TORONTO

**If You Don't See
What You Want**

among the advertise-
ments in *Canadian
Hardware Journal*,
write the publication office
32 Colborne St., Toronto

Your Requests for
information will re-
ceive prompt attention



Step Ladders, Ladder
Chairs, Lace Curtain
Stretchers, Ironing
Boards, Tub Stands,
Folding Beds, Chairs,
Tables for Camps, Per-
forated Chair Sets.

You will save money by
learning our prices before
placing your Order.

Otterville Mfg. Co., Limited
Otterville, Ont.

To the Canadian Hardware Trade

A NEW WAY TO MEET MAIL ORDER COMPETITION

Gentlemen:—

I believe that a statement with regard to the new selling policy of this concern on domestic stoves and ranges would be timely and of interest to the trade.

For some years the matter of mail order competition has been a growing problem with the hardware trade of Canada. There is no need to emphasize this, as it has been a matter for discussion at every meeting of hardwaremen which has occurred within the last few years. To my own knowledge, the stove business has been certainly as sharply affected as any other single item. The mail order people have made their quotations on stoves f.o.b. station in the East, whereas the hardware men have made their quotation, as a general rule, "set up in the customer's kitchen." Further, the mail order price has been cash, which is a difficult way for a hardware man to always quote. This has made an apparent difference in price to a farmer buyer of several dollars, which he has not realized until after he has purchased, then, of course, it is too late for the local man to get the business.

Further, in the West this has been made worse by the fact that the mail order man quotes f.o.b. Winnipeg, and in this case the Western hardware man has had the further disadvantage of a big freight bill in his quotation.

In addition to this the mail order house has offered exceptionally good value in certain "leaders" which have made price comparisons still more favorable to the mail order house, and the hardware man has had no means of meeting this competition.

The truth of these statements is demonstrated by the actual experience of most hardware men in Canada, many of whom in every local community have seen the stove business drift out of their hands.

After much thought and much careful planning, our Company have decided to merchandise stoves in a way that will place the hardwaremen on an even basis with any competition they are up against, and the essentials of the plan are as follows:—

First, we have determined on a scale of prices for every domestic stove or range we make, which we will not vary to the largest buyer. Thus, these new, attractive prices will place the hardwaremen in the smallest town, in the same position to buy as the largest stores.

Second, we will advertise throughout this year on a large scale in the leading Journals of Canada, and we will advertise resale prices. We will establish these resale prices delivered in the East, and f.o.b. Winnipeg in the West, on every domestic line we sell, and these prices are cash prices, over which the local man may charge for credit, cartage, setting up, and in the West for freight. This places the hardware man's quotation on the same basis as his biggest competitors.

We have issued a catalogue covering our lines of domestic stoves and ranges, naming prices, in two editions, for the East and for the West, and this catalogue, skillfully used by the hardwaremen, will enable them further to compete on a more than even basis with any mail order house, as this is the most complete consumers' stove catalogue ever issued in Canada.

Further, we will absolutely tie up to any hardware man who will adequately display our line in the town in which he is located, with an agreement that if any orders come through his territory as a result of our extensive advertising, he will promptly receive the difference between the resale and the wholesale price.

Certain competitors of ours, perhaps the mail order houses themselves, have stated and will state that the Gurney Company are doing mail order business. The absolute absurdity of this is at once apparent when one considers that on the boiler and radiator line, the connection of the dealer throughout Canada, is vital to us. Further, we desire to state here and now that our one object in formulating this whole plan, is to place our dealers in a position to do the same share of stove business that was open to them 15 years ago, before this new competition entered. The plan we have embarked on is a very expensive one, and unless we do a big business, will net this Company a serious loss, but we believe that the hardwaremen of Canada are big enough and able enough to hold their own in this fight for stove business, if the proper weapon be placed in their hands, and we feel that to-day, under these new conditions, any live hardware man, working in conjunction with the material we can supply, can dominate his own stove field, and keep the business in his own community.

It is impossible to give full particulars in a short statement of this kind, but if any dealer wants to know more about this, we will be most happy to hear from him.

I might say, further, that we chatted this over with some of the leading dealers of the country before we embarked on it, and without exception they showed the greatest enthusiasm for this new method.

I think it is only right that the first public statement regarding this should be made through the columns of the trade papers, which have always been most keen along these same lines—to preserve local business to the local man.

Yours very truly,

E. H. Gurney, 2nd Vice-President
THE GURNEY FOUNDRY COMPANY, LIMITED

CANADIAN HARDWARE JOURNAL

Circulates
in every
Canadian
Province

Covers the
Stove and Heating
Metal Working
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne St., Toronto

Who also Publish: The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Clay-Worker, Motoring, Electrical Dealer and Contractor, The Canadian Nurse

Vol. 8

TORONTO, MAY, 1916

No. 5

The advertisement is framed by a decorative border of Remington-Union Metallic Cartridge Company (R-UMC) bullets. At the top, a row of bullets is shown in profile. On the left and right sides, a vertical column of bullets is shown in profile. At the bottom, a row of bullets is shown in profile. In the center, a red circle contains the text "REMINGTON UMC" and "TRADE MARK". Below this, two shotguns are shown, one on the left and one on the right, both pointing towards the center. In the middle of the advertisement, the text "They're cashing in with the big complete line" is displayed. Below this, three paragraphs of text describe the company's products and services. To the left and right of the central text are two large, detailed illustrations of Remington-Union Metallic Cartridge Company (R-UMC) ammunition boxes. The left box is labeled "REMINGTON UMC" and "MADE IN CANADA". The right box is labeled "NEW CLUB" and "MADE IN CANADA". At the bottom of the advertisement, there are three smaller illustrations of ammunition boxes. The left box is labeled "SPORTSMEN'S HEADQUARTERS" and "REMINGTON UMC". The middle box is labeled "REMINGTON UMC" and "MADE IN CANADA". The right box is labeled "SPORTSMEN'S HEADQUARTERS" and "REMINGTON UMC".

REMINGTON UMC

They're cashing in with the big complete line

No need to carry a mixed line. Keep your stock clean and complete with Remington UMC, as thousands of other dealers are doing. It pays—big.

"Nitro Club" Shells—smokeless, nicknamed by sportsmen themselves the "speed shells." Steel lined. All the drive behind the shot. A gun within a gun.

"Remington Shells"—smokeless, the best all round low-priced shell on the market to-day.

"New Club"—the "old reliable black powder shells"—leaders in their field for 50 years.

Our constant all year round publicity keeps Remington UMC goods moving. Take the increasing demand for Remington UMC well into account when stocking up for the coming season.

Remington Arms Union Metallic Cartridge Co.
Contractors to the British Imperial and Colonial Governments
WINDSOR, ONTARIO
London, Eng. Jobbers Everywhere New York, U.S.A.

SPORTSMEN'S HEADQUARTERS
REMINGTON UMC
FIREARMS & AMMUNITION

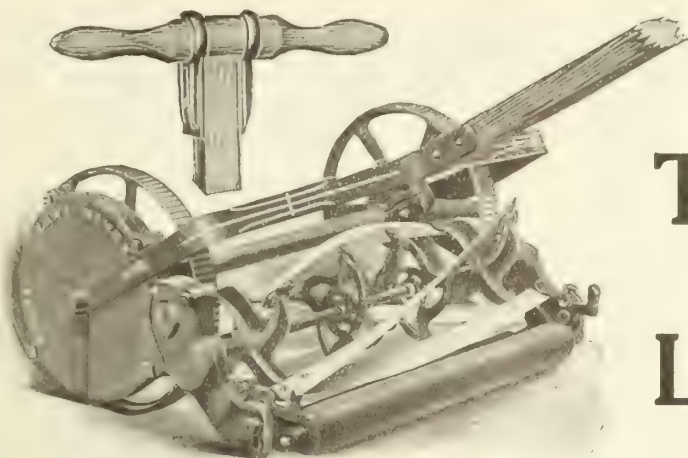
REMINGTON UMC
MADE IN CANADA

SPORTSMEN'S HEADQUARTERS
REMINGTON UMC
FIREARMS & AMMUNITION



***Every dealer should stock
this line***

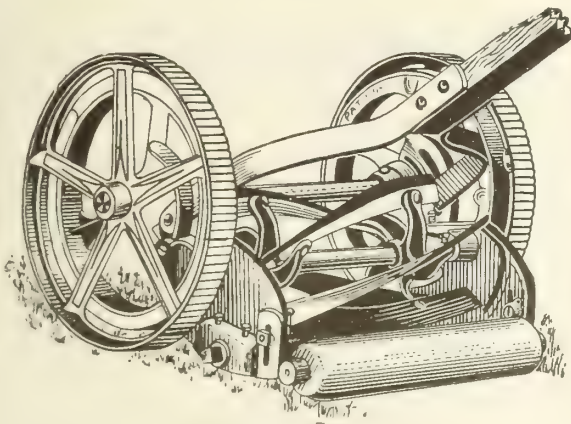
Sale increasing immensely



The "Adanac"

Thoroughly High-Class

Special crucible Tool Steel, oil tempered.
Equipped with train of gears.
Best quality material used throughout its construction.
All parts easily adjusted.
Four blades—10½-inch wheels, 6½-inch cylinder.
Sizes—17 in., 19 in., 21 in.



"Woodyatt" Lawn Mower

Open four and five-knife cylinder. Tool steel knives, oil-tempered. Bearings are extra long and adjustable. Best quality material used throughout its construction. Made with grass-box attachment. This mower has been on the market longer than any other high-grade mower in the world.

If you are not selling Canadian Made T-F. Lawn Mowers, we can show you why it will pay you to order a couple of each grade illustrated on this page. *Write for literature to-day.*

Sell Taylor-Forbes Lawn Mowers

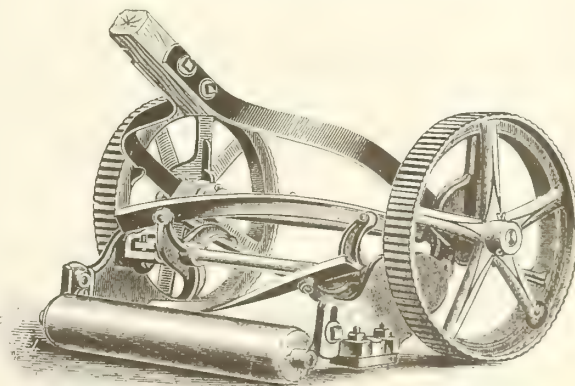
Reliable Made in Canada

to all your Customers

T-F. on a Lawn Mower means about the same as "sterling" stamped upon good silverware. It guarantees to the purchaser the best materials and workmanship that enters into any lawn mower.

In Taylor-Forbes Lawn Mowers the dealer of to-day can place all his confidence. He knows that every T-F. mower he sells is the very best kind of a sale he can make—one that nets him a reasonable large profit, and puts him on the best of terms with his customers.

*Largest Manufacturers of Hardware
in Canada*



"Star" Lawn Mower

Cast steel knives, oil-tempered. Adjustable half-box bearings on cylinder shaft. Adjustable bottom knife. Wood rollers of hard maple. Three and four-knife cylinder, 9 inch wheels. Same high-grade steel used in this mower as in the Woodyatt.

If your Jobber cannot supply you, write us direct for prices

Taylor-Forbes Company, Limited

Taylor-Forbes Co., 246 Craig St. W., Montreal
H. G. Rogers, 147 Prince William Street
St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
Guelph, Ont.

Taylor-Forbes Co., Ltd. 1070 Homer St.
Vancouver.
H. F. Moulden & Son, Travelers Building
Winnipeg.



"Hello, Johnson's store? I'd like to try that Du Pont Hand Trap you have in your window. I'll get some of the boys together and we'll take it to the camp."

RENT HIM THE

DU PONT

Hand Trap

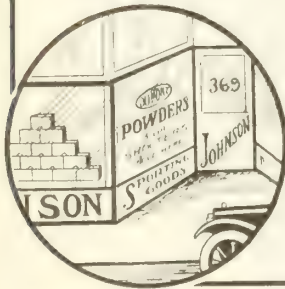
for a trial at the club, in camp, on the boat, or near the sportsman's home. Every rental means more profit on the trap and a sale of shells and targets.

GET HIM STARTED IN THE GAME

Put a trapshooting supplies trim in your windows. Catch the public eye. Tie your store to our promotion of trapshooting. Start the guns to working - renting the Hand Trap is a "sure shot" scheme. Try it. Busy guns put dollars in your tills.

Order Du Pont Hand Traps of Dominion Cartridge Co. Montreal. For Window Cards and Trapshooting Promotion Helps, write to Sporting Powder Division.

E. I. DU PONT
DE NEMOURS & CO.
Wilmington - Del., U.S.A.



"You're welcome to the trap. Come in and we'll you up for the shoot."



"TIGER" WHITE LEAD

The Lead With the Spread

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.

The Steel Company of Canada, Ltd.

HAMILTON
VANCOUVER

MONTREAL
VICTORIA

TORONTO
HALIFAX

WINNIPEG
ST. JOHN

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good
Sale for Them*

Manufactured solely by

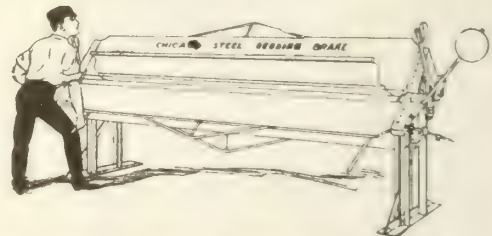
Gutta Percha & Rubber, Limited

Successors to

The Gutta Percha & Rubber Mfg. Co. of Toronto
Limited

TORONTO MONTREAL WINNIPEG
CALGARY VANCOUVER

Bring Your Shop Up-to-date



Chicago Steel Bending Brake

Installed in your shop will increase its efficiency and raise the quality of its output. The large number of Chicago Steel Bending Brakes that are installed throughout the country is a testimonial to its worth. If you are interested in a first-class Sheet Metal Bending Brake, write us.

*Attractive Catalogue and Price
List on Request*

The Steel Bending Brake Works
Chatham, Ontario
LIMITED

Shepard's Lightning Ice Cream Freezer



The Season is Here

The "Lightning" is the most efficient and most durable Freezer on the market.

The pails are bound with electric welded wire hoops that cannot come off. Cans are of heavy tin plate with drawn steel bottoms.

Automatic Iron Scrapers.

Made in 9 sizes, fitted with crank. 1, 2, 3, 4, 6, 8, 10, 12, 14, quarts. Two sizes, 14 and 20 quart, fitted with fly wheel.

Shipments immediately on receipt of order

The Thos. Davidson Mfg. Company, Limited

TORONTO

MONTREAL

WINNIPEG

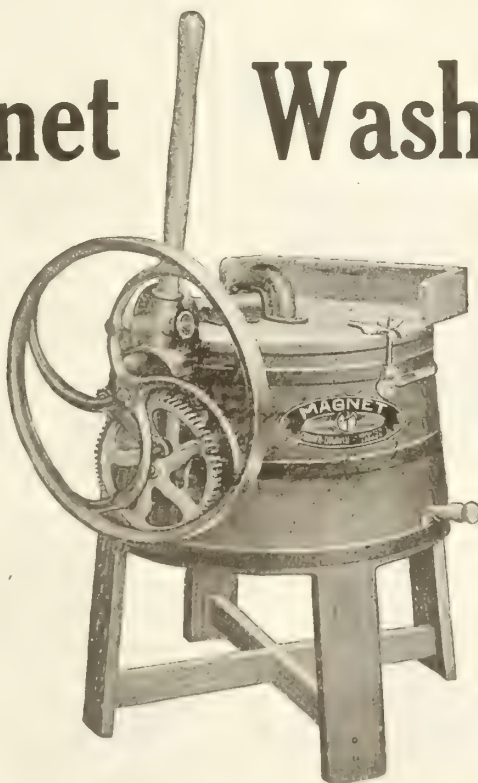
The Magnet Washer

Two Styles
Hand and Power

The MAGNET hand machine is a marvel for easy running and is most convenient to operate.

Lever can be changed from vertical to horizontal in a second which permits the operator to sit while doing the work.

The smooth running mechanism is attached to side of tub (instead of cover), is safeguarded and very powerful.



Hand Model

The MAGNET power machine is provided with a flat rim fly wheel and can be belted to either gas, gasoline, steam engine, windmill or electric motor power without any change to gearing

Cover can be lifted without removing belt or even stopping power.

Made by

Cummer-Dowswell Limited, Hamilton, Can.

*The Well Known
Clothes Wringer
Makers*

WE MAKE ONLY THE BEST

WIRE NAILS

IN STEEL HOOP KEG

WIRE BALE TIES

for baling hay and many other things.

Fence and Poultry Netting Staples

WIRE

Bright, annealed, coppered stove pipe, liquor finished, square, etc.

THE LAIDLAW BALE-TIE COMPANY
HAMILTON, ONT. Limited

A. T. Diggins, Stair Bldg., Toronto
Geo. W. Laidlaw
Vancouver, B.C.

H. E. O. Bull, Montreal
Harry F. Moulden
Winnipeg, Man.

The "Hercules" Step Ladder

Is *STRONG* and *WELL MADE*
and it looks it.

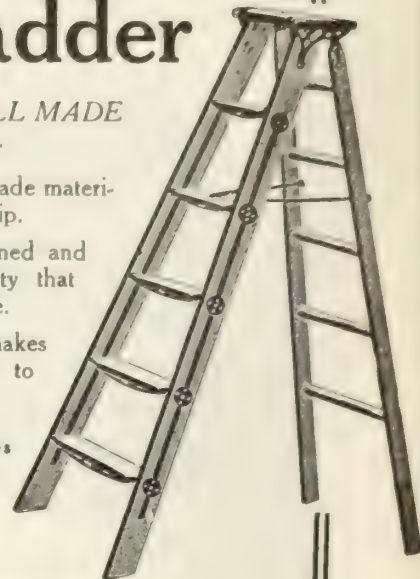
It's a combination of high-grade materials and first-class workmanship.

Each step is specially fastened and trussed, giving it a rigidity that means maximum good service.

The "Faultless" Lock makes it impossible for the ladder to open or close while in use.

It's easy to sell the "Hercules" and easy to get a big profit.

Write for full particulars
and proposition.



The Stratford Mfg. Co.,

Limited

Stratford, Ontario

Wayne

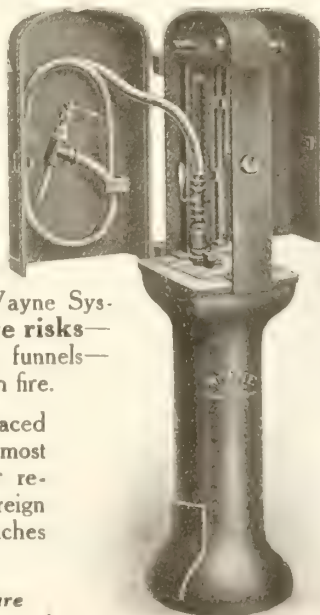
The System You Should Have

Wayne Pumps are a guarantee against waste. They deliver the exact quantity desired and count each gallon as it is drawn.

When you install a Wayne System you **eliminate fire risks**—no dirty measures and funnels—nothing exposed to catch fire.

The storage tank is placed under ground where most convenient. The filter removes all water and foreign substance before it reaches the pump.

Write Us for Literature
and Prices



Wayne Oil Tank & Pump Co., Limited
Woodstock Ontario

Mr. Dealer: Here's Your Chance to Make
Your Store Headquarters for Best Trade.

PEERLESS Poultry Fencing

Not Mere Poultry Netting

Here is a fence you can sell.

Stands up straight, stretches flat, all wires of even length.

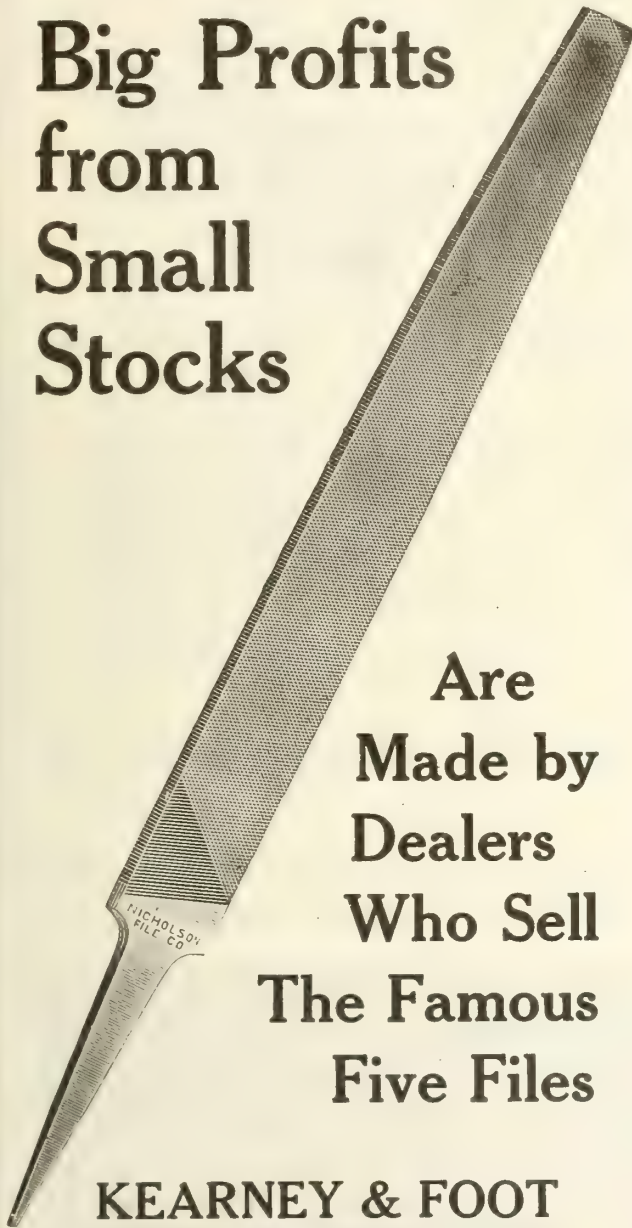
Made of Open Hearth Steel Fence Wire—tough, elastic, springy—will not snap or break under shock or atmospheric changes. Our method of galvanizing prevents rust. Will not flake, chip or peel off. The joints are securely locked with the Peerless Lock and can be opened on the most uneven ground without buckling, snapping or kinking. The heavy star wire prevents sagging and requires only half as many posts as other fences. Keeps all an man out, contains the smallest chicks, they can't get through.

Valuable Territory Open to Good Dealers

We still have many fine openings for good reliable dealers. If you want to be the leading fence dealer in your locality, write at once. Never has there been a better time to sell quality fencing. You can make your store headquarters for the best trade. Don't fail to write and get our Dealer's Proposition.

THE BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.

Big Profits from Small Stocks



Are
Made by
Dealers
Who Sell
The Famous
Five Files

**KEARNEY & FOOT
GREAT WESTERN
AMERICAN
ARCADE
GLOBE**

Made in Canada

We carry at our warehouse and at jobbers throughout the country ample stocks of each file in our catalogue. A dealer does not need to carry a big stock of the Famous Five in order to do a large turnover.

We would rather have a dealer turn over a small stock 12 times in a year than sell him a big stock once a year and have him carry over several numbers.

Dealers who sell the Famous Five do, on an average, 90% of the file business in their localities. If you are not doing this much business, the Famous Five will help you to improve your turnover in files.

Write for catalog and terms

NICHOLSON FILE COMPANY
Port Hope (Jobbers Everywhere) Ontario



A typical small town Hardware Store, but it gets the business. Are you getting your share?

Autoists have long ago learned that a Bowser "Sentry" Pump is

The Sign of a Progressive Hardware Store

the same as a clock, out in front, calls attention to the jewelers, or the striped pole signalizes the location of a barber shop.

In addition to their advertising value,

BOWSER
ESTABLISHED 1885

outfits are money-makers. You make a profit on gasoline and on other sales made to those who would not otherwise stop.

Buy gasoline in any quantities you want, store it safely underground, where it can't evaporate or deteriorate, then pump any amount desired directly into your customers' cars, quickly, accurately measured and filtered.

The "Red Sentry" Equipment, illustrated above, is only one of the many self-measuring pumps and storage systems we manufacture. We make outfits for handling kerosene, paint, lubricating and volatile oils of all kinds, and a request for descriptive matter and information concerning anything along this line won't obligate you in the least.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, Toronto, Ont.

Sales Offices in all Centres, and Representatives everywhere.

G-1

Any Jobber can buy our Sheets

Most of Them Do!

If yours says he can't supply



Try another one, or ask us.

Fine, smooth, well-coated sheets. Short hauls. Quick deliveries. Clean, fresh stock.

Dominion Sheet Metal Co.

Hamilton Limited Canada

Made in Canada



Sweat Pads, Housings and Collar Pads

Cure Gall Sores by Removing their Cause

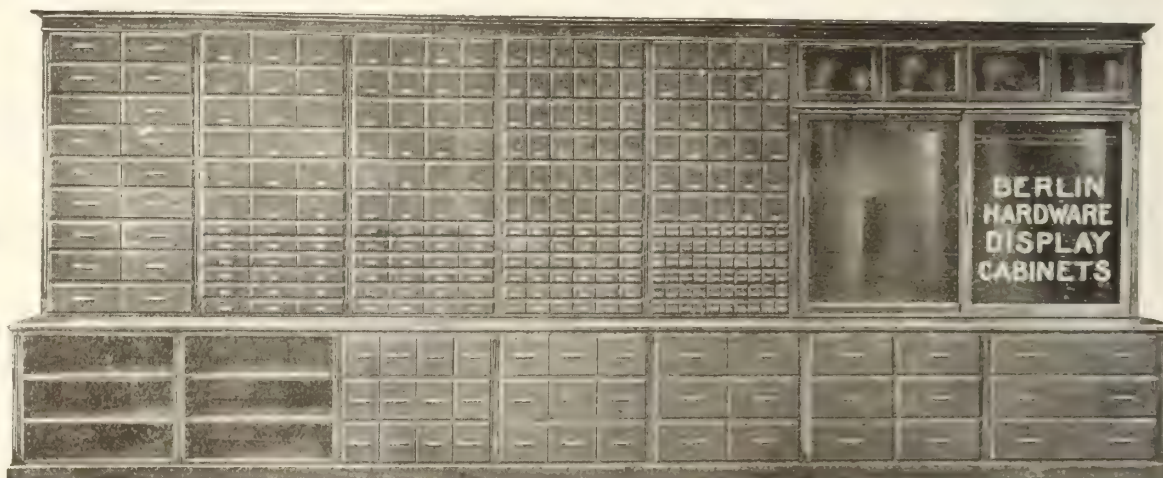
They are easily sold and handled. Satisfaction is our guarantee. Once used—always used.

*Booklets and Window Signs on request
from Dealers*

Burlington Windsor Blanket Co.
Limited

793 King St. West, Toronto, Ontario

Send your
Floor Plan
with
Measurements
for
Catalogue
and
Estimates

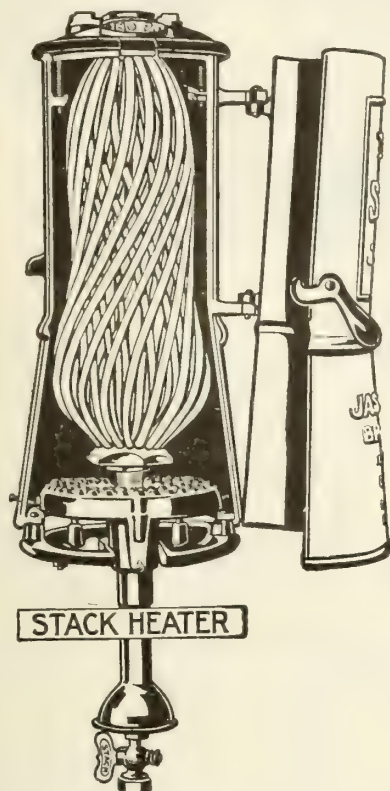


20 ft. long, 8 ft. high, Standard Case with Drawers and Shelf Boxes.

A Good Impression is created by the attractive looking Store

The public gets the idea that the owner is up-to-date, systematic, has what is wanted and can serve them quickly. In the Berlin Hardware Display Cabinet the goods are displayed behind glass doors or display front compartments. Articles thus displayed are free from dust, and as a result always retain their original good finish and make a stronger appeal to the prospective buyer. Made of the best quality oak and properly finished.

The Walker Bin & Store Fixture Company, Limited
BERLIN MANUFACTURERS AND DESIGNERS OF MODERN STORE FIXTURES ONTARIO

EASILY SOLDBIG PROFIT

Morrison's Stack Gas Water Heater

*One minute after it is lit it gives
Hot Water at the tap.*

This is actually the most durable and long-lived Copper Coil Gas Water Heater made—it is the easiest and quickest to instal.

Costs but little more than the ordinary heater, but the extra cost is quickly covered by the savings effected.

Quick Hot Water at a Big Saving of Gas

James Morrison Brass Mfg. Co. Ltd.

93-97 Adelaide Street West, Toronto

Made
in
Canada

Meakins Brushes

Are The Quality Kind

They give the satisfaction essential to a large and increasing brush trade. The bristles are secure and have just the right amount of flexibility to make painting easy.

Get one from your jobber. Try it yourself and see. If he can't supply you with a Meakins brush, ask the nearest warehouse to mail you one of the kind you are most interested in.

Catalog on Request

Meakins & Sons, Ltd., Hamilton

(Meakins Brush Co., Ltd. Montreal)

Warehouses : LONDON TORONTO WINNIPEG.



Throwing a Stone Into a Pond

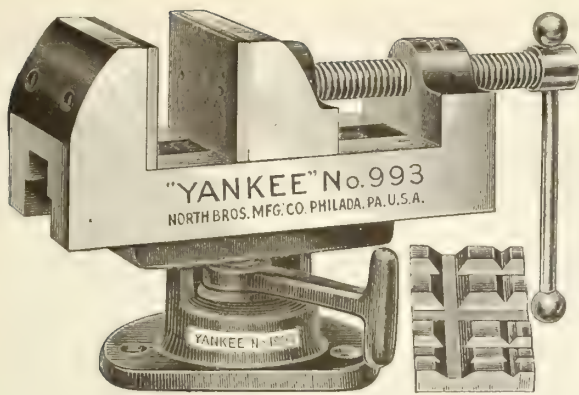
produces a series of ripples in ever-widening circles that stretch out and out until they finally reach right up to your feet at the water's edge.

Every time you purchase something "Made in Canada" you start a ripple of prosperity---reaching out in ever-widening circles, through shopkeepers, wholesalers, manufacturers, farmers, right back to yourself; for no matter what you yourself produce, what occupation you are engaged in, your individual prosperity is dependent on the general prosperity of the country---on keeping every Canadian busy.

Dollars spent for Canadian-made goods help to do this; some of the dollars spent for Canadian-made goods are bound to come back to you---all of the dollars spent for goods which can just as well be bought at home---are starting a ripple in someone else's pond.

Start a Ripple of your own

The Canadian Hardware Journal is helping to turn these ripples into waves by advocating "Made in Canada" hardware lines.



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

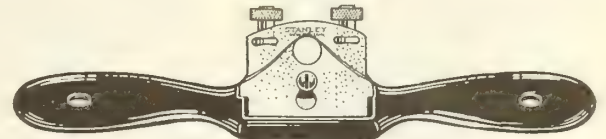
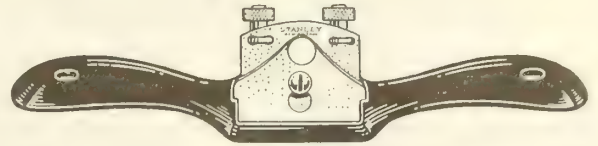
The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.

Stanley Tools



Two New Stanley Adjustable Spoke Shaves

A valuable addition to our

Spoke Shave Line

The new and important feature is that the cutter can be quickly adjusted both endwise and side-wise by means of the adjusting screws which engage the slots near the end.

An improvement that will appeal to everyone who has occasion to use such tools.

Made in two styles—one with raised and the other with straight handles.

- No. 151—Raised Handle, 10 in. long.
 $2\frac{1}{8}$ in. Cutter, List per doz. \$6.00
No. 152—Straight Handle, 10 in. long.
 $2\frac{1}{8}$ in. Cutter List per doz. \$6.00

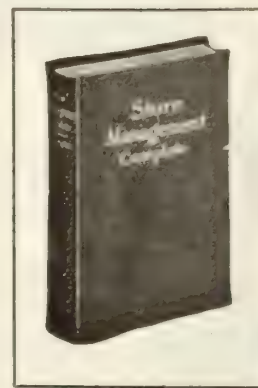
*Special circular upon
request*

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.

Leisure reading that means more dollars when you work



A knowledge of the big problems of business, put into a very comprehensive and readable style, helps you in finding easier and quicker ways of overcoming them. That's what Frank Farrington does in these two books. You will like the way his mind works. The wide scope of his experience, the accuracy of his statements, and his knowledge of human nature all combine to make them volumes that will be read not only for the entertainment they afford, but for their practical worth in the conduct of a retail store. The busy man will appreciate these books for another reason; they are written in concise form and he may start reading anywhere and



find that particular chapter complete in itself, and depending in no wise upon those which precede or follow. Although if he fails to read every one of them he is depriving himself of a privilege.

Retail Advertising

"Retail Advertising Complete" covers with a comprehensive grasp such subjects as newspaper advertising, how to get up the ads., many representative samples being presented. A chapter is given to window advertising, and the subject of novelties is thoroughly discussed; that important part of advertising which is done inside the store is in no manner overlooked, while equal attention is given to outside advertising, such as bill posting and other means of reaching outlying districts; advertising direct by mail and mail order opportunities and advantages are gone into carefully; special sales as business getters, and some features that make them successful, are presented in a convincing manner. In short, this book is the common sense psychology of advertising.

266 Pages, 5 x 7 inches, Cloth
Price \$1.00 Delivered

Store Management

In "Store Management Complete," which is well illustrated, the author gives a clear and concise picture of the kind of man, physically and mentally, that the successful merchant should be; the writer's experience has taught him that one kind of personality is most desirable, and he tells you about this. In a chapter on "Where to Start" the advantages of various locations are discussed; how to make the most of a poor one, and the desirable side of the street. "Store Arrangement" dips to the bottom in such subjects as making entrance easy, best arrangement of windows; how to plan the lighting, heat, and ventilation; utilizing waste space, and systems of storing extra stock.

An interesting chapter on "Clerk Management" brings out the advantage of knowing people and how to handle them. The other chapters deal with the buying end; the store policy; leaks; the store's neighbors; working hours; expenses; the credit business; what to sell; premium giving. The man and the business; their relation and success, that's the book.

252 Pages, 5 x 7 inches, Cloth
Price \$1.00 Delivered

Both Volumes \$1.90 Postpaid

The Commercial Press, Limited

Publishers of

Canadian Hardware Journal
The Retail Grocer and Provisioner
Canadian Furniture World
and The Undertaker
Retail Druggist of Canada
The Canadian Nurse

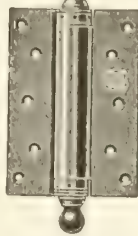
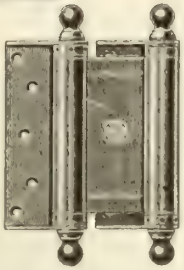
32 Colborne Street
Toronto, Canada

Publishers of

The Canadian Manufacturer
The Canadian Builder and Carpenter
The Canadian Clay-Worker
The Electrical Dealer and Contractor
Motoring
Good Roads of Canada.

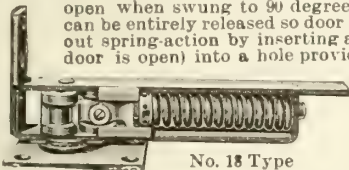
ONLY BOMMER

Double Acting SPRING BUTT HINGES



have the weight-supporting bearings correctly located to liberate the action of the springs, reducing breakage and increasing spring power, preventing unequal wear of the barrels, and giving practically unlimited durability.

Bommer Floor Surface Spring Hinge
Has Release and Holdback Features
and Ball Bearing and Alignment Device
Suitable for either double-acting or single-acting doors



No. 18 Type

The most durable hinge of its type, holds the door open when swung to 90 degrees. The spring-action can be entirely released so door will swing free, without spring-action by inserting a wire nail (when the door is open) into a hole provided in the side plates. The spring-action can be restored by withdrawing the nail.

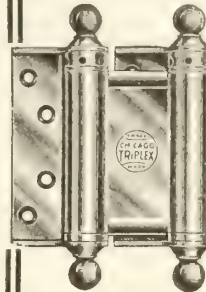
Bommer Bros., Manufacturers, Brooklyn, N.Y.
Canadian Representative, Alex. Thurber, 290 St. Paul St.W., Montreal

CHICAGO

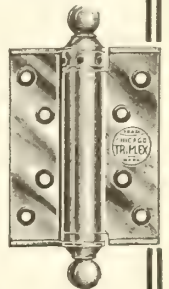
SPRING BUTTS

REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.



This article has a reputation and selling force which commands the trade, and your stock should be complete.

Chicago Spring Butt Company.

CHICAGO



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BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions

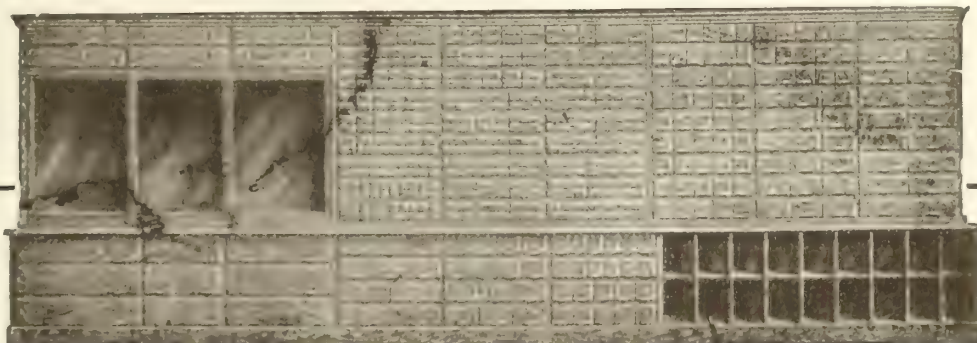


Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.

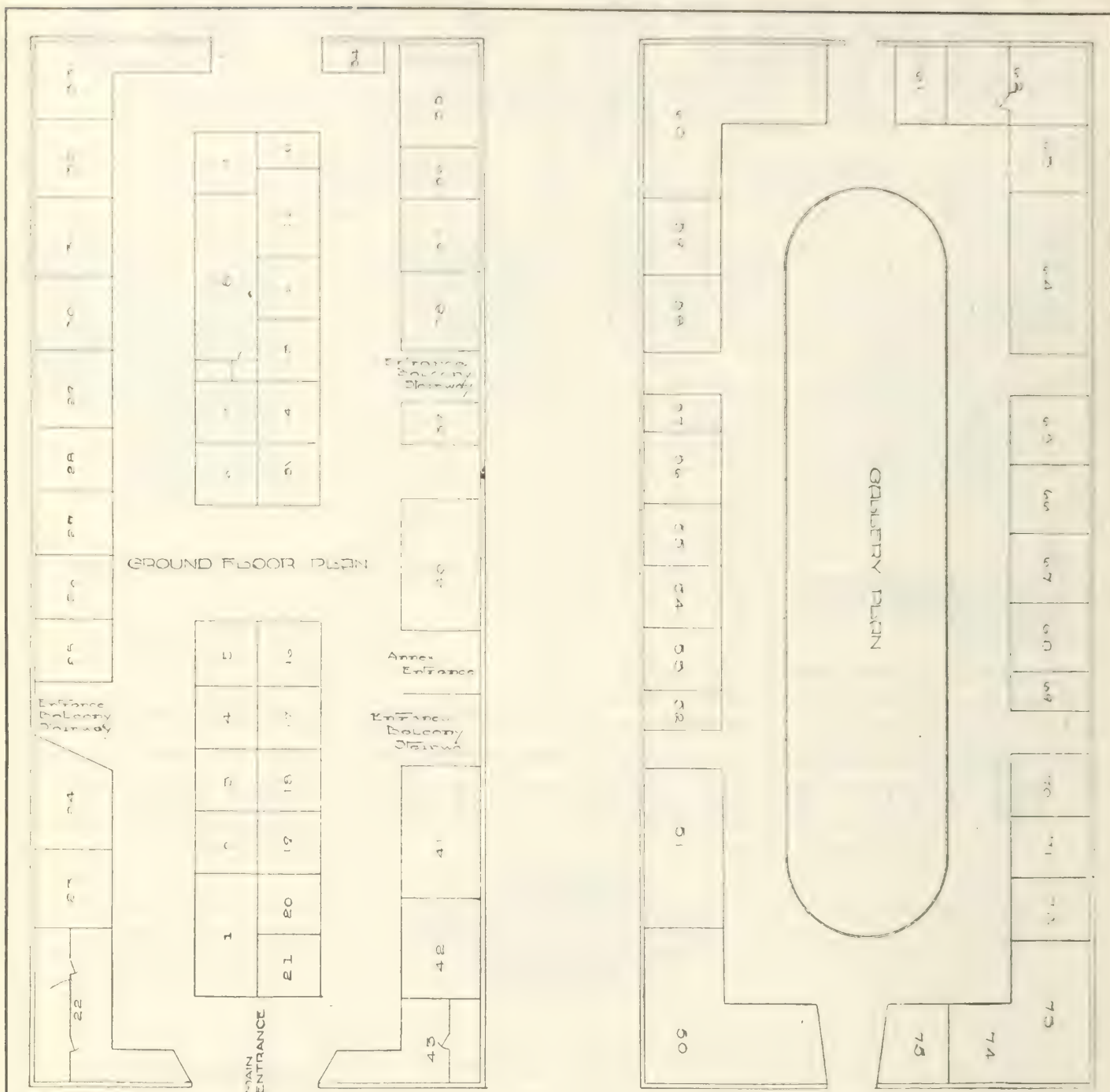


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Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service. Advise us space you have available for shelf boxes and shelving.

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CAMERON AND CAMPBELL, TORONTO



CANADIAN HARDWARE EXHIBITION
LONDON - JUNE - 17th TO 24th/16.

Open to public from 10 a.m. to 10 p.m., daily

SHOWING

CANADIAN-MADE HARDWARE, STOVES, AND
GOODS HANDLED BY THE HARDWARE TRADE

FOR THE DEALER "WHO MAKES IT."

FOR THE PUBLIC "WHERE IT IS MADE."

CANADIAN HARDWARE JOURNAL

D. O. MCKINNON
PRESIDENT

W. L. EDMONDS
J. C. ARMER
VICE-PRESIDENTS

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VOLUME EIGHT

TORONTO, MAY, 1916

NUMBER FIVE

The Big Exhibition of Canadian-made Hardware at London

Canadian Hardware Manufacturers Exhibitors plan Hardware Week during third week in June—Show how munitions are made—Cheap railway rates to Forest City.

THE Canadian Hardware Manufacturers' Exhibitors have arranged for the 1917 hardware trade exhibition, which this year will be held at London, from June 17 to 24. The exhibition, confined, of course, to Canadian-made hardware, will be held in the Central or Main Building at the Western Fair Grounds. The exhibition will be open free to the public each and every day from nine o'clock in the morning until half-past ten at night. Secretary-treasurer F. M. Tobin, of Woodstock, Ont., is at present working out the details of the program for "Hardware Week," which include band concerts and other features likely to help make the exhibition both an interesting and profitable occasion for visiting dealers and the buying public.

Arrangements for Exhibition.

The diagram of the floors of the exhibition building, shown on previous page, gives an idea of the arrangement of booths for the exhibition. All exhibits are to be in place for the opening on June 17. The exhibition authorities will have the co-operation of the civic authorities at London and the citizens. It is the intention to make a big feature of Canadian-made goods during "Hardware Exhibition Week."

Arrangements are being made for reduced railway fares and the attendance of the Ontario Retail Hard-

MONEY-MAKING OPPORTUNITY FOR DEALERS.

THE hardware exhibition, which opens in London on June 17, comes at a particularly opportune time. Never in the history of the country was such a lively interest being taken in hardware, the products of our home factories.

It is particularly advisable, in consequence, that hardware dealers throughout the length and breadth of the Dominion should visit the coming exhibition.

Since the last exhibition was held two years ago there has been a development in hardware manufacturing far beyond that which has taken place in any similar period in the history of the Dominion.

It is very essential that every hardware man should have a knowledge of what developments have taken place. He cannot, strictly speaking, be up to date if he does not possess this knowledge.

Now, there is no other means by which this information may be as readily obtained as at such an exhibition as that which is to be held next month in the "Forest City."

The arrangements so far made indicate that it will be even more representative of the hardware manufacturing industry than any of its predecessors.

The dealer will lose more money by staying away from the exhibition than he will save in expense account by remaining at home. From an economic standpoint, therefore, the wisest thing for him to do is to spend a day or two at London during the period of the exhibition.

ware and Stove Dealers' Association in a body, according to an arrangement which was made between the two associations in December last.

The building to be occupied is the main exhibition building of the Western Fair Association, and is particularly well adapted for the purpose of making a satisfactory display of Canadian-made hardware and other articles manufactured in Canada, and sold by the hardware trade.

Some interesting features are expected from the members of the Association, who have been working on munition contracts. The general public know very little about this work, although much has been said about it, and an opportunity will be given to show some of the work so creditably performed by the Canadian manufacturers.

Among the first exhibitors to apply for space, and whose applications have already been received by the Secretary, are:—

McClary Mfg. Co., London.

Nineteen Hundred Washer Mfg. Co., Toronto.

Henry Disston & Sons, Toronto.

Jas. Stewart Mfg. Co., Woodstock.

Ontario Retail Hardware & Stove Dealers' Association.

Wells Bros. of Canada, Ltd., Galt.

S. F. Bowser & Co., Toronto.

Richards, Wilcox Canadian Co., London.

Auto Strop Safety Razor Co., Toronto.
 Hardware & Metal, Toronto.
 One Minute Mfg. Co., Toronto.
 Canadian Hardware Journal, Toronto.
 Boeckh Bros., Ltd., Toronto.

London is an ideal exhibition and convention city, as visitors to that place during the third week of June will find out. In the first place it is conveniently reached, having four trunk and seven branch lines that radiate to all points of the compass.

The Forest City, as it is commonly spoken of, is well and favorably known for the beauty of its parks, avenues and residences. Its situation on the River Thames is pleasant and picturesque, and in June, when summer is just blossoming forth in all its glory, it should be at its best for those who appreciate things beautiful. There are plenty of places of amusement and recreation and with the entertainment that is being planned by the Hardware Exhibitors' Association, a pleasant, as well as a profitable week will be spent by those who attend.

The dealer who attends the convention will have a pleasant holiday and at the same time acquire a good deal of information that will be of much value in the conduct of his business, as well as assisting in promoting the general welfare of the business in which he is

Suitable signs, with the exhibitor's name and address painted in uniform style, will be furnished to each exhibitor. Any other signs the exhibitors may desire to place on their booths will be permitted, provided they are not arranged to obstruct the view of the adjoining exhibits.

Electric Light, Gas and Water.

Electric light will be liberally supplied to illuminate the hall in all parts. If special lights are required for any exhibitor, they will be supplied at a contract price that will be made in the interest of exhibitors. Gas or water, if required, may be obtained and expense of piping must be paid by exhibitor.

All space engaged will be occupied by the member exhibiting, and will not be sub-let or divided except by consent of the management.

Goods for exhibits will be received at the Exhibition Hall on or after Thursday, June 15th, and should be properly marked with name of exhibitor and numbers of booths in which they are to be exhibited. Instructions in regard to freight receipts or bills of lading may be addressed to A. M. Hunt, London. All shipments of goods will be received at owner's risk.

Packing cases will be stored for the exhibitors free of charge during the exhibition. All exhibits must be re-



The Main Building on the Western Fair Grounds at London, where the Canadian-made hardware exhibition will be held.

engaged. Every hardware dealer who can possibly do so, should arrange to attend the convention. It will be time well spent.

Exhibition Rules and Regulations.

For the guidance of exhibitors, Secretary F. M. Tobin has sent out a pamphlet of rules and regulations, giving a diagram of the booths, which vary in price from \$25 to \$100, according to size, location and equipment. The cost of the booth includes all expense for construction, with background ready to receive exhibits. If special shelving or stands are required, they may be erected at expense of the exhibitor, subject to approval of management.

Exhibits may be arranged to suit the exhibitor, to the height of the dividing partition at the back of the booths in the centre sections, and to the ceiling on the side. On the dividing line between booths, exhibits must be kept down to a reasonable height, so as not to obstruct the view of the exhibits in the adjoining booths. All exhibits must be in place and arranged, ready for opening of the exhibition, on Saturday, June 17th.

moved from the premises by 6 p.m. Tuesday, June 27th. No exhibit or part of exhibit will be removed from the booths during the exhibition period, June 17th to 24th, inclusive, except by consent of the management.

Insurance and Loss.

The Association will not be responsible for any loss or damage either by fire, water or theft, or for any injury that may occur to the exhibitor, or employees of the exhibitor, during the time covered by the use of the space, and for the time receiving or removing goods from the premises. Any insurance required for exhibits will be carried by the exhibitors. No explosive, gasoline or dangerous material will be permitted on the premises. From 10.30 p.m. to 9 o'clock a.m., and on Sundays, the booths will be in charge of the watchman. Exhibitors must take charge of their booths at 9 a.m. until 10.30 p.m. each day of the exhibition, except Sundays.

The management will be under the instructions of the directors, who will appoint a manager to assist exhibitors and direct the employees engaged for service during the exhibition.

The Hardware Dealer and the June Bride Trade

A profitable business for those who make special efforts to secure it. Some suggestions regarding lines to handle and hints regarding advertising and window and interior displays.

By W. L. EDMONDS

THAT it pays the hardware dealer to make a special effort to cater to the housefurnishing necessities of the June bride there can be no doubt.

Even if the immediate business obtained from the prospective brides and their relatives and friends was all that was to be taken into account it is worth getting after.

But that which is immediately obtained is not the only consideration. There is the potential business of the future to be considered as well, for no home can possibly be so completely equipped with the necessary household supplies that none will need to be purchased in the days to come. The occupants of a new home, therefore, are potential customers as long as life shall last.

There is, consequently, a double reason why the hardware dealer should make a special effort to secure as large a share as possible of the business of the June bride and that of those who bestow gifts upon her.

The extent and variety of goods which it is possible for the hardware dealer to supply are almost ad infinitum.

There are certain staple lines required for the homes of newly-weds which are staple to the hardware stores. Unless recourse is had to the large department stores they cannot be obtained anywhere but at the hardware store.

But even in the matter of staple lines the hardware dealer should not take it for granted that purchasers will come to his store without his making a special effort to induce them to do so.

Even if he makes no special effort he will doubtless get some of the business of the prospective brides and her friends. But it follows as certain as night the day that the greater the effort he makes to attract their attention to the goods he carries in stock the larger will be the share of the business he obtains.

But no enterprising hardware dealer will be satisfied with merely catering for business in the staple lines. On the contrary, he will give some attention to the demand which is so general when June weddings are in vogue for special lines.

Silverware for June Brides

Of the special lines, silverware is probably the most

Articles Suitable for Wedding Gifts

Suggested list to hang in the store or paste on show cases

Silverware—	Electric Irons
Coffee Sets	Electric Toasters
Tea Sets	Electric Heaters
Baking Dishes	Electric Lamps
Combination Sets	Sad Irons
Biscuit Holders	Clothes Racks
Fruit Dishes	Ironing Boards
Jewel Cases	Brass Kettles
Knife and Fork Sets	Lamps
Dessert Knives	Household Step Ladders
Bread and Butter Knives	Mops
Fern Holders	Vacuum Cleaners
Cesseroles	Carpet Sweepers
Pie-Plates	Sweeping Brushes
Fruit Servers	Feather Dusters
Tea Spoons	Hat Brushes
Coffee Spoons	Clothes Brushes
Cut Glass	Dusting Brushes
Art Brass Goods	Dust Pans
Fire Irons	Steak Hammers
Brass Tea Kettles	Door Mats
Kitchen Cabinets	Boot Scrapers
Refrigerators	Flower Pot Brackets
Ice Cream Freezers	Wringers
Graniteware	Washing Machines
Tinware	Clothes Dryers
Stoves—Coal, Gas, and Electric	Kitchen Grindstones
Table Cutlery	Clothes Brackets
Case Carvers	Wash Boards
Meat Choppers	Bake Boards
Pocket Flashlights	Laundry Baskets
	Rolling Pins
	Potato Mashers
	Step Ladders

in demand. For a wedding gift there is nothing more appropriate or more acceptable. It is, therefore, a line which no hardware dealer can afford to overlook.

In silverware there is such a variety of lines and of prices that it is a comparatively easy matter for every hardware dealer to select a stock which will be adaptable to the requirements of his store, whether his business be small or large. As a matter of fact, the dealer who is located in a small town or village has an advantage over he whose place of business is in the larger towns and cities, as far as his ability to judge its possible requirements is concerned.

When buying silverware for the purpose of putting in a stock for the June wedding trade the dealer should be careful to select lines which are well known and in style and pattern up-to-date. Otherwise he may find himself with lines in stock which will be difficult to sell, for there are few people who are not more or less conversant with the styles and patterns of silverware in vogue. It

is, therefore, risky to offer a customer that which is out of date. He may strike a customer that is well informed on such subjects. Then the dealer's reputation may be impaired.

Brass Goods and Cut Glass

Art brass goods is another line which sells for wedding presents. There is a large variety of them in regard to style, purpose and price.

Cut glass is another popular line for wedding presents. There are a few hardware dealers who already handle cut glass to some extent, but there are a great many who have not yet touched it. It might not be advisable to stock the more extensive lines, but there are so many which can be obtained at decidedly moderate figures that the dealer could, without going to a large expenditure, get a very nice and attractive assortment for the June wedding trade.

While, naturally, much of the success which a dealer obtains from the June-bride trade depends upon the character of the goods he has in stock, yet the proportion of goods which will sell themselves is small.

There must be wise and aggressive selling methods as well. Generally speaking, there are two directions in

which good selling methods are manifested. The one is advertising. The other is window and interior displays.

A Hint or Two on Advertising

Advertising, to be effective, must be striking and to the point as well as informative. Give particular attention to the first line and the introduction in order that it may arrest the attention and hold it. If the first line and the introduction are not specially designed to catch the eye of those interested in buying articles for wedding gifts the advertisement can

SILVERWARE is a popular line for the June wedding trade and it returns the dealer a good profit.

scarcely be called effective. Crowding the advertisement should also be avoided. White space creates contrast.

Illustrations, while not absolutely necessary, greatly add to the effectiveness of the advertisement, for it increases its selling power as well as its attractiveness.

A folder or booklet containing a list of suggested articles, together with the price of some, and nicely illustrated, will greatly help to increase sales during the June wedding period. The necessary cuts for the illustrations could be obtained from the manufacturers free of cost.

Watch the Society Columns

By watching the society columns of the newspapers, and through information obtained by other means, the dealer can easily compile a list of prospective brides and bridegrooms. To these a copy of the booklet could be mailed, accompanied with a letter tendering congratulations and inviting an examination of the goods in stock. A copy should also be sent to the relatives and friends of the prospective newly-weds. A booklet of this kind would, in fact, be found useful the year round, as a copy could be mailed to the contracting parties and their friends whenever a marriage was in prospect.

A List of Newly-Weds

The list of newly-weds should be carefully preserved and added to month after month, year in and year out, for it can be made to serve a useful purpose for long

CUT GLASS cuts quite a figure during the June wedding period. How is your stock?

afterwards. We have reference to the use to which it can be put in order to keep in touch with the newly-married couple after they have taken up housekeeping. When a dealer has a list of the newly-married people it is a very simple matter to keep in touch with them as long as they are resident in his neighborhood.

Importance of Window Displays

Not by any means the least important part of a campaign for getting the business of the prospective newly-weds and their relatives and friends is the window dis-

plays. Special effort is necessary in this particular as well as in regard to advertising.

That a well-dressed window can be made a potent force there can be no doubt. But to get the best results much thought and a great deal of attention are demanded.

In order to attract widespread attention, something out of the ordinary should be introduced in the initial display. Some dealers have introduced the innovation of having a bona-fide wedding ceremony performed in the window. What would be a still easier matter would be to procure a number of wax figures, dress them up to represent a wedding party, and place them in the window. These figures, together with the costumes, could be borrowed from local drygoods merchants and costumers, and they could be recompensed by stating on window cards that the costumes had been supplied by them.

Group Interior Displays

In the interior of the store good results can be obtained by grouping on tables, in glass cases, or in departments certain lines of goods suitable for wedding presents. The extent to which this grouping should be carried out every dealer will, of course, have to work out for himself. That the average hardwareman can carry it out to a substantial extent there can be no doubt. Silverware should always be kept under glass.

Consult the Clerks.

Get your clerks together, talk the matter over, and lay out your plan of campaign. If you haven't a clerk,

THERE is money in the June bride trade for the hardwareman who makes a special effort to cultivate it.

meditate upon it yourself. And in the meantime study the advertising carried in the trade papers and the goods illustrated in the catalogues.

RENTING ELECTRIC VACUUM CLEANERS

"Vacuum cleaner for hire—latest improved electric vacuum cleaner for hire at \$1.50 a day. Easy to operate, and efficient," so reads an advertisement which Jos. Harding, hardware dealer at 1429 Yonge St., Toronto, has recently been running in the local papers. "It brings the dollars," says the clerk in the store.

HOTELS AND RATES FOR LONDON EXHIBITION

There will be found plenty of hotel accommodation by visiting delegates and we submit herewith the names of London hotels, with their rates:—

Tecumseh House	\$3.00—\$4.00	Metropolitan	\$.150 upwards
Grigg House ..	\$2.50	Morkin House	\$.150
Dominion House	\$2.00—\$2.50	Queen's Hotel	\$.150
City Hotel	\$2.00	Bank Hotel ..	\$.150
C. P. R.	\$2.00	Western Hotel	\$.150
London House	\$.150—\$2.00	Brunswick Hotel	\$.150
Iroquois Hotel	\$.150—\$2.00	Hotel Cecil ...	\$.150
Fraser House	\$.150—\$2.00	Hotel Columbia	\$.150
Richmond House	\$.150—\$2.00	Hotel Windsor	\$.150
Hotel Harrison	\$.150—\$2.00	Clyde Hotel ..	\$.150
Walper House ..	\$.125	Hotel Savoy	\$.75—\$1.00
King Edward ..	\$.150		European
Duke of York	\$.150		

Stimulating Collections by a Pay-Up Week

Pay-up week conducted in Vancouver to arouse public to the payment of their debts—Local newspapers co-operated.

THE idea of conducting a "Pay-up Week," that has been tried out by a number of towns and cities in the United States during the past year, has had its initial tryout in Canada this month, Vancouver, B.C., using this method of stimulating collections during the week of March 5 to 11. It was liberally supported by the local papers, and no doubt proved of material benefit to retail dealers, who are most likely to be benefited by a crusade for the payment of standing accounts.

Merchants Have Nothing to Lose—Something to Gain

Merchants in other centres would do well to give consideration to the idea of a "Pay-up Week" in their community. Certainly, retail merchants have nothing to lose and possibly a good deal to gain by boosting the movement along. With the right kind of publicity, backed up by the co-operation of those most directly interested, some results of a beneficial character should be attained. The number of towns in the United States, both large and small, that have tried out the plan puts it past the theoretical stage and into the practical division.

Much Publicity to Week

"Pay-up Week" in Vancouver was widely heralded. An idea of the line of argument used in publicity work will be gleaned from the following, which appeared in half-page space in one of the local papers under the head of: "Play the Game. Mail That Cheque Tonight."

"This is the last call to the people of Vancouver to demonstrate what they think of the 'Pay-up Week' movement, to show their approval in the only practical way, and that is by paying up. So far we haven't heard a word of criticism. There's a reason. Everyone has to admit in his own heart the justice of the thing. And not only is it just, it's good business, good business for you, brother, whether you are a debtor or a creditor, and good business for Vancouver. Will you show yourself to be a good citizen, show your good faith, show your willingness to play the game, by settling your old scores before 'Pay-up Week' comes to an end to-morrow night. If you don't pay by cheque call at the store or office to-morrow and pay your cash. The point is, don't let to-morrow pass without any effort to play the game. Pay up."

Awaken Public Conscience

The central feature of the idea, of course, is to awaken a spirit of fair play for business men. To the professional deadbeat the idea may be taken largely as a joke. It is not likely to pry the unscrupulous person loose from his habit of beating the merchant out of whatever he can. It will, however, awaken those who are able to pay but who are backward in doing so.

Goodness knows, there is need of something to arouse the public to a realization of their obligations in regard to payment of their debts. "Pay-up Week" is undoubtedly one way of doing this. It is worth trying out and dealers and associations in various centres would do well to consider the idea. The local papers

will generally be found willing to co-operate in the idea because the payment of debts will help their business too. What about "Pay-up Week" in your community?

ADVERTISING BARGAINS

The retail dealer feels to-day more than ever the necessity for advertising his store and goods.

There is the same competition in advertising as there is in all the other attempts to influence trade, and the dealer who continues the use of a mere business card in his newspaper space is doing himself an injustice. The manner of advertising has made great progress during recent years. The old-time methods, which were once considered dignified and quite the proper thing, are now out of date. The modern storekeeper rents his space in the local paper with as much care as he rents his store, and changes his advertisement not less frequently than once a week.

The popular method of advertising is to make a special offer of some particular article, or list of articles, at a reduced price, during the time the advertisement is running, in order to induce the public to accept the offer promptly and get them inside the store. In working this plan, a list of a few articles is selected which will least interfere with the regular trade, and a special stock procured. These are advertised at cost or even a trifle less; it is not of much consequence whether any profit is made on the articles selected, the object being solely to induce people to visit the store. The articles advertised should be those that are in common use, and whose value is generally known.—Hardware Dealers' Magazine.

TEAMWORK IN THE STORE

Harmony and teamwork are essential to the success of any retail business, be that business large or small. The more complete the spirit of co-operation the greater the success. The more the clerk can see things from the viewpoint of the man who has his money at stake, the more will harmony prevail. The employer, on the other hand, has his responsibility in the matter.

Would a little more of the "get together" spirit in your store be advisable?—Hardware Trade.

HOW A BANK GOT DEPOSITORS

A recent issue of "Printer's Ink" told how a clever advertising campaign run by the new Highland Park State Bank of Detroit, prior to its opening, resulted in the securing of 6,766 depositors during the first twelve hours the bank was open for business. This campaign featured the fact that handsome bank books were to be given to depositors, and created considerable rivalry among the bank's prospective customers to gain possession of bank book No. 1. The first depositor stationed himself outside the bank early in the afternoon of Feb. 29, and by the time of opening next morning between four and five hundred were in line.

How Hardwaremen Can Assist in Creating National Wealth

By W. L. EDMONDS

IN the hardware dealers concentrating on the sale of Canadian-made goods there is even more implied than the development of home industries.

To aid in the development of home industries is in itself an important matter; for the more fully labor is employed the greater is its purchasing power. And the dealer gets the indirect benefit of that.

But to aid in the stimulating of industry—which is what the dealer is doing when he concentrates his efforts on selling Canadian-made goods—he is indirectly setting himself to the task of bringing about a result which is equally as important.

Production has an effect beyond that of creating profits for the manufacturer and wages and salaries for the employes.

In the final analysis that which production does is to create capital.

Capital may be borrowed. But borrowing is not in itself creating. If we want to create it we must produce it from the industrial resources of the country. Production is the only basis on which permanent industrial advancement can be made.

One important factor in the matter of production is the capacity of available markets.

The most important market of all is of course the home market, for it consumes about 80 per cent. of the total products of the factories of the country.

It is in regard to this market that the retail hardwareman is such a potent factor.

In fact there is no other factor approaching it in importance.

Of the average dealer's stock 25 per cent. is of foreign production.

If he sets himself to the task of reducing this percentage he cannot fail in his efforts to do so, because of his power as a salesman.

The object is worth the effort.

How to Put on Window Demonstrations That Sell

In spite of the rapid strides that electricity has made in recent years, the public, as a whole, are not conversant with the many uses to which it may be put. Therefore it is up to the hardware dealer to conduct an educational campaign along this line. There is no better way of doing this than by arranging demonstrations for the window and store. This article gives hints that, from previous experiences, have proved valuable. Such demonstrations may be conducted at almost any time.

MOST people are too busy to visualize what an electric iron, an electric vacuum cleaner, or even what electric light will do for them.

Therefore it's up to you to demonstrate what the electrical, the better-way appliances will do to make living easier and happier.

A window demonstration, to be most profitable, must really be good salesmanship in the concrete, with all frills and unnecessary items eliminated, yet complete from a result-bringing standpoint.

There must be action, motion and message combined, to hold the people's attention during the demonstration, and to bring them into the store after the demonstration is over.

The Essentials

A window demonstration, to be useful, (1) must be simple, (2) must show action, (3) must arouse interest, (4) must create desire, (5) must bring people into the store to ask questions.

The window in which the demonstration is going to be given should be stripped of all superfluous objects. Anything which does not bear directly on the demonstration tends to detract attention from the appliance being demonstrated, and that, of course, should always be avoided.

Proper publicity, through newspaper advertising, window cards or circulars distributed by hand should apprise the public of what is going on at your store. If you make these circulars, or other forms of advertising read "sales," this will help draw a bigger crowd. For instance, if an electric iron is going to be demonstrated, a premium of \$1 offered for every sad iron turned in on the day of the demonstration will result in a considerable number of the irons being surrendered which could be piled in one corner of the window, to good effect.

Another thing to remember: those attracted to your store by newspaper or other forms of advertising, are really interested and will "stick" the demonstration out, thereby catching the passing crowd, for people quickly congregate when once a nucleus of interested people is found.

The people who congregate before your window and who watch the demonstrations are giving you their full attention. Profit by it! Put your "talking points" to them in the clearest, yet in the briefest language possible. If possible, secure the services of an experienced demonstrator, so that you will hit the bulls-eye 100 out of 100 shots.

The scope, range, and variety of demonstrations which can be held is nearly unlimited, being governed entirely by the articles to be demonstrated.

For instance, it is possible to have the demonstration built around a single appliance or machine, such as

a percolator, or a washing machine, a vacuum cleaner, an electric iron, or a kitchen power-table:

The Percolator

Show a breakfast table set for two, with a handsome percolator placed in the centre. The demonstrator should preferably be a winsome young lady, dressed as a housewife in "working attire."

Have the demonstrator first show the old-time tin coffee-pot, and then put the percolator in close comparison. The demonstrator should then proceed to show the process of making good coffee, explaining each step. Explain why "boiled coffee is spoiled coffee," and that the electric percolator brews coffee that is beloved by all who know it.

A comparison of time, cost and satisfaction should be given, and at the end of the demonstration the people should be invited to step inside and have a cup of electrically-brewed coffee. Be sure to have enough for all. Use good coffee, and serve it in small, nice china cups. Small cups are not only daintier, but also make the coffee go further.

An offer made in advance of the demonstration to allow a liberal discount on all coffee-pots that are turned in (provided that a new percolator is purchased) will bring in good results. Many will take advantage of the premium, and the pots which are turned in could be shown in the display window during the demonstration.

Vacuum Cleaner

Place in the window a rug, sprinkled with powder or sand, or some other substance which shows up well, also substances which are hard to "raise" with a broom; bits of thread, lint, or feathers. The demonstrator should proceed to show how easy the cleaner can be connected with any socket, the long flexible cord which makes it possible to "get after" the dust and dirt in out-of-the-way corners and the dust-bag where the dust and dirt is deposited.

After the rug has been cleaned, the other uses of the cleaner should be shown, the various tools which make it possible for the housewife to get under the radiators and heavy pieces of furniture which cannot be moved—how the curtains, the hangings, and even the upholstered chairs can be thoroughly cleaned with the same efficiency, ease and economy as the carpet or rug.

Be sure to show the old-fashioned broom and pan. Show the housewife in a practical way how the broom scatters the dust—the top dust—which is sent flying into the air in clouds. Ask her if she has ever swept a room into which the sun's rays penetrated, and had noticed the mites with which the air is laden. Tell her that dust is injurious to her—to her children. Floor

coverings have been proved to harbor disease germs of all kinds.

Then show how impossible it is for dust to get into the atmosphere after once it is taken up by the suction cleaner.

Argument Cards

The questions above suggested can be asked of the lookers-on, and your various arguments presented and comparisons made, etc., by the use of neatly and clearly lettered cards, either printed or lettered by hand by a professional card writer.

In some cases it is possible to run a tube to a horn, either above or below the show window by means of which the demonstrator can address the crowd without the necessity of using cards.

The Electric Iron

Advertise in the newspapers that you have secured the services of an expert laundress who is going to give professional tips on ironing. Secure an expert laundress for the occasion, and have a good variety of clothes to iron, from blankets to fine linen and shirts.

Open the demonstration with some hard-hitting statement, such as:

"Every housewife who has used the old-fashioned sad iron has walked 234 miles yearly without purpose." You might visualize this distance by saying "between such-and-such a town."

Show how easy it is to control the heat of the electric iron, that it is always under the control of one's finger; that the heat is produced only where it is needed—in the working part of the iron—that the air is not heated by a stove which must be kept going constantly even on the hottest days, and that there is no trotting to and from the stove to change irons.

Some good pointers on ironing in general should be given to the interested housewife. Emphasize strongly the fact that one cent's worth of current will keep a six-pound iron hot for 15 minutes.

Portable Power Table

Be sure to have all equipment handy, and plenty of things to use in connection with the many attachments of this machine. Show how the machine will take care of the coffee grinding, mixing bread and cake, chopping meat and turning the ice-cream freezer, besides innumerable other tasks.

Show the saving of time, labor and money by using the electric power table. Explain why the servant, who is given one of these power tables, is always happy and contented, and does her work cheerfully and quickly.

A group of women who formed a household experiment station to ascertain how far it was possible to eliminate servants and yet be free from drudgery, made their first choice a power table for the kitchen. The portable power table is a boon for every housewife. Let your demonstrations show this to be a fact. You will be sure to reap big profits if you go into the demonstration with spirit and energy.

Demonstrating a Washing Machine

Have the window rigged up appropriate for wash-day, showing the washboard, the wringer, clothes and the wash-boiler. Of course, give the most prominent place to the washing machine which is going to be used in the demonstration.

Show how the clothes are placed in the machine,

and how easy it is to control the motor—how the clothes are run through the wringer into the rinse water, and from there on to the top of the machine. Show how white and clean the clothes are when put through. Be sure to bring out strongly that the electric washing machine will do the washing for a family of four at a cost of two cents for electricity.

Be sure to emphasize the fact that not a thread of the finest lace is broken by the electric washing machine, that the heaviest blankets, the finest laces can all be washed perfectly and without the slightest injury.

Invite everybody to step inside and inspect the clothes, to examine the machine, and to ask questions. Be sure to get the names of those who come inside, for future follow-up. Remember, the relative high price of this machine permits you to go to much more time and trouble to effect a sale, than in the case of the lower-priced articles.

A washing machine contest has been used with profit in connection with window demonstrations. It is simple and can be employed by any merchant.

Publicity is first given to the contest, and entry blanks should be distributed in advance, with space for name and address of contestant. Each contestant is asked to attend the window demonstration of the machine in order to form a comprehensive idea of the value of the machine and to compute in dollars and cents how much the machine saves its owner in one year, itemizing each feature which enters into the statement.

Several business men should be selected who will prepare their own figures and the contestant whose computation comes nearest to the figures prepared by the judges gets the prize. All contestants should be thanked for their kind co-operation; and it has been found profitable to have a salesman visit these people who have already evinced an interest in the machine.

Demonstrations "In Bunches"

You might demonstrate appliances in "families," according to their specific uses, as, for home uses: heating pad, sterilizer, water heater, chafing dish, tea-kettle, percolator, toaster, grill, egg cooker, fan, radiator, nursery milk warmer.

Or the demonstration might be of devices such as flat irons, electric fireless cooker, electric range, vacuum cleaner, washing machine, kitchen motor, etc., demonstrating certain articles according to program, by the hour:

10 o'clockToaster
11 o'clockPercolator
12 o'clockGrill and tea urn
1 o'clockDouble boiler
2 o'clockChafing dish
3 o'clockEgg cooker

Daily Demonstrations

Demonstrations run according to "Days" are always of interest:

Wash Day
Ironing Day
Cleaning Day
Ladies' Day
Men's Day
Children's Day

Such "Days" should be well advertised in advance, and with these demonstrations some merchants have

(Continued on page 44)

Honesty is Biggest Word in Advertising To-Day

Advertising and its relation to organization and co-operation — Four essentials in advertising — Publishers setting high standards—Present business opportunities. — (Address delivered before Ohio furniture dealers by Harvey R. Young, advertising manager, Columbus Dispatch)

KNOWING my business is that of advertising, you will naturally expect me to talk on that subject, but before entering into the meat of what I had outlined, I want to say something about organization and co-operation. Idealists, theorists, dreamers, great thinkers, men of action, doers of great deeds, each and all admit that power, force, efficiency, successful achievement, find their mother soil in organization and co-operation.

Speaking of co-operation calls to mind the experience some years ago of the late Elbert Hubbard. Mr. Hubbard visited a hospital for the insane; he was particularly impressed by the fact that invariably about 25 or more of the patients would be left in charge of one attendant, and in the course of the day they would stray some distance from the main buildings. "What is there to hinder a handful of these men from getting together, overpowering you, and fleeing to the woods?" he asked of the attendant. "You would not have a ghost of a show, as there seems to be no help within a half a mile." "Well," the attendant replied, "that is just why they are here, they cannot get together, they can't lay plans, and they can't co-operate."

It is no exaggeration, when we compare these unfortunates to some men in the business world. There are many who would have succeeded had they only been wise enough to get their heads together, exchange ideas, profit by the various successes and failures of each other, in short, team work. These are some of the reasons why I think that the furniture men of this State never made a more progressive step than the day they organized The Retail Furniture Dealers' Association of Ohio, and I congratulate your organization. But bear in mind, that conventions of this or any other association are valueless unless you leave them with a determination to act and carry out those things you are told and that you believe to be good things to do. Success to-day is a matter of act. Deeds, not just words, are necessary to accomplish the greatest possible results.

Every furniture man here, as well as those so unfortunate as not to be a member of this organization, should advertise and encourage their competitors to do likewise. There are merchants, and I know some of them, who make it a point to knock advertising every time the subject comes up, when they are talking to a competitor. They do this, laboring under the wrong impression, that the less advertising competitors do the less they, themselves, will have to do.

If you only stop and think—analyze the facts, you will readily realize that business men like this are only fooling themselves. Why, don't you know that every time your competitor runs an advertisement he is keeping dollars in town, he is creating business for all of you, and he is also cutting down the number of merchandising parasites that depend upon muslin store signs, fake sale schemes, etc., to get some of the business created by you legitimate merchants, who are known by your deeds? You should not only encourage

your competitors to advertise, but merchants in all other lines as well, for the reason that every time a citizen of your town goes to another city to buy, you will find the purchases usually include several things, and you all lose thereby.

When a woman goes to a larger city than her own to select her Spring outfit, believing she can get a later or more exclusive style, remember she may also be influenced while there to buy something in furniture, rugs or draperies. Consequently, if the wearing apparel man in your town has the merchandise and does not advertise the fact, he is indirectly injuring your business and, vice versa, you his.

You will wrong me and yourself if you think my object here is to sell advertising—Toledo is out of my territory; but I want to make this point, if you men as individuals have not a small degree of success in you without advertising, you will not be a howling success with it. Advertising is simply an adjunct to any properly managed business. I would not be so foolish as to make the statement that a man cannot be successful, up to a certain point, without advertising. He may walk to the top of a twenty-story building by taking the stairs, but the modern business man, the big successful one to-day, is the man who takes the elevator, advertising.

More millionaires have been made through judicious advertising than through stock market "speculation."

The merchant these days who sits back and waits for a customer, sooner or later has no customer and finds himself discussing invoices with a receiver.

In business to-day it's a case of hit the ball hard or take a position on the bench and watch the regular players.

Go where you will, from coast to coast, you will find the list of live ones make up the list of advertisers.

Honesty is Biggest Word in Advertising

Honesty, not for morality's sake alone—but for business's sake—for success. More advertising campaigns have failed through fraudulent and misleading statements than any other cause. But, let me tell you, there is a swift and sure transformation in progress, and it's coming not only from the publishers, but from within the advertisers themselves. No business man belonging this side of the bars would think of signing a fraudulent paper or check, yet there are many who thoughtlessly permit their signatures to be printed under or over announcements containing misleading or fraudulent statements.

The great boon that has started for modern business—the world-wide crusade for truthful advertising—is making even the man, not honest at heart, realize that to succeed in the future not only his oral but his printed statements must ring true. He will have no alternative if he hopes to have the public accept his advertising at its face value.

A great editor in New York recently said in the col-

umns of his paper: "There are four things the advertiser must do or fail:

- (1) He must make the public see his advertising.
- (2) He must make the public read it.
- (3) He must make the public understand it.
- (4) He must make the public believe it.

To create future sales, good will or prestige, the merchandise you advertise must be right, because its identity will be established sooner or later and your name or trade mark will become fixed in the public mind, and Hugh Chalmers says, "We only live long enough to establish one reputation."

As soon as you register your merchandise in printer's ink you place it in the same position as you do yourself when registering at a hotel—it can't go wrong without being found out. It's a custom for hotel-keepers to uphold morality by requiring guests to register, and I am happy to say that is just the policy most newspapers will eventually adopt as a protection to their readers against misrepresentation or fraud.

Already the better and more progressive publishers are being stirred up to their responsibility and a number of them have set up rigid, high advertising standards. But, gentlemen, let me impress you with this fact, and please stamp it indelibly on your brain: Just so long as we have advertisers determined to write exaggerated or misleading copy, just that long will the publishers be printing exaggerated and misleading advertisements.

I say this because it is not only a physical but mental impossibility for publishers of a daily newspaper to know that each and every piece of copy is the whole truth and nothing but the truth. Every advertising solicitor would have to be an experienced merchandise man and a force of detectives would have to be employed. Even then there is not sufficient time for a daily newspaper to investigate copy coming in an hour or two before publication.

However, I can say this for the publication I represent, we will not knowingly accept or publish a piece of misleading or fraudulent copy. In fact, the Columbus Dispatch has, during the past year, refused thousands of dollars worth of advertising of that kind.

I hope what I have said about truthful advertising will not take any of the "pep" out of you furniture men when it comes to preparing your next advertisement. Do not get the impression that you must only state facts. W. Dingman, in "Personal Efficiency," says: "It is not facts alone that thrill and inspire us, but the growing possibilities of things. The real advertising genius understands that principle and puts it into practical use. We are more easily moved by large possibilities than by small certainties, and no man should attempt to write advertising copy who has not the temperament of the enthusiast."

Cheesecloth at 5c. a yard, is a complete advertisement. But, where is the idiot that would say, Turkish davenport \$125 each, and say no more? If you cannot see anything but the literal and obvious truth the chances are you will not write very effective advertising.

Before closing, I want to again call your attention to the opportunities for doing a big business now—war or no war.

ONTARIO LAMP CO. OPEN BRANCH.

The Ontario Lamp & Lantern Co. have opened up a Toronto office at 166 King Street West, with Mr. Kelly in charge.

The Law Governing Business Partnerships in Ontario

Written for Canadian Hardware Journal by a Barrister

THAT a great deal of ignorance exists in regard to the law governing ordinary business partnerships there can be no doubt. In fact, one occasionally meets men who do not even know that such a law exists. Everybody knows there is a law governing limited liability companies; but the knowledge regarding ordinary business partnerships is by no means so widely diffused. The explanation is, of course, the wider publicity which is given the former. A brief outline of the partnership law is therefore in order.

The Partnership Registration Act of the Province of Ontario stipulates that all persons associated in partnerships "for trading, manufacturing or mining purposes" shall cause to be filed with the registrar in the division in which they intend to carry on business a declaration in writing, signed by all the members of the partnership.

This declaration must contain: (1) The names, surnames, and residences of every partner. (2) The name under which they are to carry on business. (3) Time during which partnership has subsisted. (4) That persons therein named are the only members of the partnership. This declaration must be filed within six months after the formation of the partnership.

A similar declaration must also be filed within six months whenever any change takes place in the membership of the partnership or in the name under which it carries on business, the details of the change being specified.

A declaration is also necessary when dissolution of partnership takes place. Until this declaration is made and filed by a partner or by his partners or any of them, no person who signed the declaration of partnership filed is deemed to have ceased to be a partner. Consequently his liability continues.

Where a person is not associated in partnership with any other person, but uses as his business style some name or designation other than his own name, or who in such style uses his own name with the addition of "and company," or some other word or phrase indicating a plurality of members in the firm, he shall cause to be filed with the registrar a declaration in writing stating his name, surname, and residence, the name under which he intends to carry on business; also that no other person is associated with him. This declaration must also be filed within six months from the time when such name is first used.

The penalty for not complying with these conditions of registration is \$100. And as the public are entitled to search the records of the registry office there is always the possibility of some busybody launching a complaint against those who may have neglected to comply with the law. As the cost of registration is only fifty cents for the first two hundred words and ten cents for anything additional, it is obviously better to pay this small fee than run the risk of a two-hundred-dollar fine.

The Act does not apply to associations of individuals for the manufacture of butter or cheese.

Even the customer who likes a scrap and who is looking for trouble will not be pleased if he finds what he is looking for in that line in your store.

Canadian Hardware Journal

TORONTO

MAY 1916

CANADA

Scarcity of Cutlery. Importers of cutlery are finding it increasingly difficult to get supplies from either Great Britain or the United States. In reply to repeated correspondence, manufacturers in Sheffield state that the demand upon them for supplies for the army is so great that they are enabled to give very little attention to their regular lines. So insistent are the Government that any attempt made by the manufacturers to give a little more of their time than at present to other general lines would bring the authority of the law down upon them. War supplies are the first in order and no slackening up in regard to them in order to speed up with unfilled orders is permitted.

"We'll do the best we can," is about all the satisfaction importers in Canada can get from manufacturers in Sheffield.

In the United States the demand on home trade account is so great, to say nothing of the export demand, that it is as a rule impossible for importers in Canada to obtain prompt shipment. Delivery in six months is frequently the basis upon which orders will be booked. This not only applies to cutlery, but tools and other lines.

He who keeps his eye on slow-selling goods and devises ways and means of accelerating their movement will not be burdened with much dead stock.

A Comparison of Cutlery Imports. While returns for the fiscal year 1915-16, ending March last, have not yet been issued, we are enabled to get a fairly good idea from the figures for the eleven months of the trend of the import trade in cutlery. These figures reveal some rather interesting results.

The most significant feature is the increase in the imports of cutlery from the United States, the total from that country received during the eleven months being \$258,880, compared with \$167,423 for the corresponding period of 1914-15, a gain of \$91,457.

But in spite of this increase, the total imports from all countries was less by \$40,767, the figures being \$639,191 and \$679,958. The chief explanation of this is to be found in the fact that there were no imports at all from Germany, from which country we, in 1914-15, imported \$119,219 worth. But that was not the only contributing cause, for the imports from Great Britain fell off to the extent of \$163,981.

Still another significant feature is the fact that the imports of cutlery from the United States exceeded in value for the first time in history those from Great Britain, the figures being \$258,880 and \$230,528 respectively. For the corresponding eleven months a year ago the respective figures were \$167,420 respectively, or a balance of \$227,086 in favor of the British-made article.

Value of Something New.

The demand of the public is constantly for something new. It is human nature to tire of repeated similarity in any line. We all long for a change. be it in food, clothes, scenery or entertainment. The "new" always appeals to and catches on with the public.

The recognition of this trait of human nature should impress on the merchant the necessity of constantly giving customers a "change." It is for just this reason that window and interior display should be frequently changed, so that customers on each visit to the store will be confronted with a different view. Even when the same goods are shown, a change in re-arrangement is of value.

In the same way, in order to get the business through advertising, the dealer should see that his advertising is new—meaning not only a change in copy but in general form of advertising. This kind of advertising may take a little more time and study to prepare but it certainly increases sales proportionately.

New lines of goods also interest people, and it is a good plan to frequently have some new line on the counter or in the window for the inspection of customers. Some merchants are so impressed with the value of this that they frequently stock lines that they feel they will make little or no profit on, but they feel it will be made up for by the interest it will arouse.

No matter in what line of endeavor, the retailer will find it good business to frequently have "something new."

When the grass begins to grow it is a sign of coming new business for the retail hardwareman.

Improved Commercial Health.

Commercial failures are a pretty good indication of the health of the business interests of the country. No one ever disputes that point.

It is, therefore, somewhat gratifying to note a continued improvement in the record of failures in Canada as shown by the returns issued by the commercial agencies.

In number, the failures during the first three months of the present year were 615, compared with 792 for the same period in 1915. This was an increase of 22 per cent.

The liabilities were 45 per cent. smaller. But one thing not very gratifying to the creditors was the fact that the assets for distribution among them did not average as high as a year ago, their proportion to liabilities being slightly less than 40 per cent., compared with nearly 47 per cent. for the corresponding three months of 1915.

But the important thing, however, is the decrease in the number of failures. That indicates improved commercial health.

Of National Importance.

The completion of the Government million-and-a-quarter-bushel grain elevator at Vancouver is a matter of national importance, establishing as it does facilities on the Pacific coast for the storage and export of grain. Without this elevator Vancouver could never be an outlet of any importance for the grain of the Prairie Provinces. Now she is equipped and ready with an elevator that can load into ships 60,000 bushels of grain an hour.

Canada's outlet for grain has up to the present been confined to Atlantic ports, necessitating in many instances a long haul across the continent of two thousand miles or more. But the long haul is not the only drawback. A further drawback is that the facilities at the ocean ports have not been of sufficient capacity to expeditiously handle the grain arriving at them. The ports of Montreal and Quebec are closed about one-third of the year, leaving Halifax and St. John as the only available ports during the winter season.

When the Government railway to Hudson's Bay is in operation some Western grain may find an outlet to Europe through Port Nelson. To what extent, however, is yet to be determined. But with Vancouver equipped with adequate terminal facilities, which are available at all seasons of the year, a new outlet of almost unlimited potentialities has been provided. In the first place there are the markets in the Orient, which are increasing in importance as outlets for wheat. And in the second place there are the markets of Europe, which can be reached via the Panama Canal.

A great deal of Western grain will always find its way to Europe via Eastern ports. Possibly the bulk of it always will. But it must be remembered that the West is still very sparsely settled and that great as its productive powers already are they are only a fraction of what they are likely to be a decade or two hence.

It is in view of these potentialities that the opening of the elevator at Vancouver becomes a matter of national importance.

Don't allow the farmers in your locality to forget that the place to buy their spring and early summer necessities is at your store.

Fundamentals of Business.

The natural ambition of every dealer is to do more trade, to make more sales, and because of this the live dealer is constantly seeking and devising new methods for attracting attention to his store.

One of the first essentials of a good trader is to be a shrewd buyer, but shrewd buying will not alone build a business or command an increasing trade. Nor is it sufficient that windows and counters be filled with quality goods at keen prices. The purchasing public must be brought to realize this by skilful presentation. All this is a supplement to shrewd buying.

The public, both men and women, are always open to the influence of suggestion in buying. The way goods are displayed, the manners of the salesman, the atmosphere of the store, or the wording of the advertising—all these help influence sales and cause a customer to buy more or less.

Keep your show windows up-to-date with displays of seasonable goods. And let there be a liberal use of price tickets

Let the Clerks do a Little.

Too many dealers are imbued with the idea that they must do everything themselves if it is to be done properly, and, accordingly, we find them tak-

ing up valuable time looking after work that could just as well be done by a clerk. They take up time looking after small unimportant details that might be devoted to more important things that would increase sales and make more profit for the store.

It is just such men who are constantly complaining that they cannot get clerks who take an interest in the business. The truth of the matter is that they do not give clerks half a chance to get interested. They will not intrust employees with any work that they can manage to find time to do themselves. What they would do if they were in charge of a really big business it is difficult to say. It is one sure thing, that if they desired to succeed they would have to give clerks a chance to do a little. Maximum progress in any store is best secured by this policy.

It is the "boys" who get the amusement out of sporting goods, but it is the dealer who is aggressive for business that reaps the financial profits therefrom.

Wages Paid and Wages Earned.

The important thing about wages is not how much they are, but whether they are earned. A man at a low figure may cost you more in the end than a high-priced clerk. The latter is likely to more than make up for the difference in wages by the extra sales he makes, the money he saves through leaks prevented and in the assistance given in the general conduct of the business.

Not long ago, the proprietor of a business was in search of a clerk to be his right hand man. "I want a man who can earn \$35 a week," he said. "I don't want anyone below that figure for this position. I have had too much experience with low-priced men." He felt that a man at that price would be more likely to prove a good investment than a cheaper one.

One of the greatest difficulties of the dealer to-day is that of securing the right kind of clerks. There are plenty to be had who are honest, who will keep sober and who will work full time. Something more is desired, however. The desirable clerk is the fellow who possesses in addition, initiative, ambition and energy—who is not content with being just average, but who is all the time looking for an opportunity to make good.

The live store is the reflection of the live merchant.

Give Good Telephone Service.

In every store of any size to-day, the telephone is used to a considerable extent, and if he would retain the business of customers who order over the telephone, the dealer should see that he gives good telephone service.

While the writer was in a store recently, the telephone rang for a long time before being answered. Such service, or rather lack of service, is not likely to impress the customers in a way to induce them to patronize the store again if they know of another where the telephone is answered promptly.

In addition, the customers in the store are not very favorably impressed with the store's service when they hear the telephone ring for such a time without being heeded. If they have occasion to telephone an order at a later date they are likely to remember the poor service in that store and telephone elsewhere.

It is important that the telephone be answered promptly and that the conversation that follows be such as to please the customer.

Brief Editorial Comment on Business Topics

By THE SCRIBE

Now for the Summer drive for trade.

* * *

A little advertising is a good Summer tonic for most businesses.

* * *

Keeping busy is a good anti-toxin against that listless feeling that comes with the warm days.

* * *

It is good business to advise the housewife to brighten things up because it brightens up business.

* * *

With the coming of Spring, man's fancy is said to turn to thoughts of love. If it is love of his business and brings about strenuous courting of trade, let us welcome Spring.

* * *

Lack of encouragement by the proprietor nips the ambition of many clerks in the bud. When a clerk does good work give him his due credit. It will be an incentive to greater effort.

* * *

Take a leaf out of the good housewife's book of rules and clean and brighten up your store. There are few establishments that could not stand a little cleaning.

* * *

A diseased liver may be the cause of bluntness in the manner of a business man, but no excuse when one considers the large amount of calomel that can be obtained for a small amount of money.

* * *

Do you know exactly what it is costing you to do business, everything included? If you do not, how in thunder do you know whether or not you are making gross profit enough to pay expenses and leave you something for your work?

* * *

Don't fail to recognize the value of new goods from the interest that they create. Some stores handle certain fancy and special lines, not so much for the profit, but because they create interest and stamp the store as being up-to-date.

* * *

How many customers enter your store every day and leave without buying anything? Did you ever stop to consider this question? If there are many such there must be something wrong with your business or your clerks and it should be remedied. Put the question to yourself and then to your clerks.

* * *

Talk salesmanship to your clerks—especially your young clerks. There are a good many of them who do not realize what can be done in the way of selling goods over and above actual demand until it is im-

pressed on them some way. Draw attention to the commercial traveler who is not content with just what business that comes his way. He can't be or he would soon hear from his house. He must dig up business—must build it up. Show the clerk that he can do much in this regard if he only tries.

* * *

Some merchants are apparently afraid to give their clerks a chance to become more efficient in any work, such as window trimming or show card writing, for fear they will want larger wages. This is poor business. It is the efficient clerk, even though he is paid higher wages, who is the most profitable. He easily makes up for the extra wages in his larger sales and money he saves for the dealer. The dealer should at least give the clerk a chance to progress. If he becomes more valuable he is naturally worth more wages to the dealer.

* * *

Do you realize that your windows are worth real money to you? The big stores realize their value and so spend a good deal of money to keep them properly dressed. Do you know that the various departments in many city departmental stores are charged up a certain amount for the privilege of displaying the goods of their department in the windows? The managers of these departments are willing to pay high figures for window publicity. Let this fact sink in. It may bring you to a realization of the value of your windows and spur you on to give them more attention.

* * *

It is good business to make use of all available waste space for advertising purposes, but there is such a thing as overdoing this theory. We have just got through examining the letterhead of a dealer who was apparently afraid that there would be something regarding his name, store, address, lines carried and business policy that people he sent letters to would not know about. His letterhead is certainly overdone. It is not attractive to the eye, and would not be read. It has been overcrowded and, like an overcrowded window, its purpose has been defeated. It is better to feature fewer things and do it in such a manner that they will get attention.

* * *

A big window dressing contest in one of our Canadian cities recently, in which the writer acted as a judge, was accompanied by extensive consumer advertising in the local newspapers. It is an astonishing fact, however, that not a single dealer out of the seventy-five or more who competed made any effort to cash in on this advertising by coupling it up with their displays. Many people had no doubt noticed the advertising of the line in the local papers, and if attention had been drawn to the ad. in the window display, it would have no doubt proved profitable. A good many dealers do not take the advantage of consumer advertising that they might or should.

Display Automobile Accessories to Make Sales

Both window and interior displays should be made—Show cards help the salesmen and price cards help the customer.

ON entering a successful store of almost any kind the feature which immediately impresses itself upon the visitor is the remarkable way in which the goods are displayed. The goods are attractively arranged and spotlessly clean, and anything of special interest is usually arranged where those entering the store cannot fail to see it.

The success of such a store is a good indication that the person in charge knows how to sell, and the trouble taken in arranging the goods shows the important part that good display plays in selling any goods and building up a successful business.

Many hardware men are inclined to underestimate the volume of business which can be done in selling accessories, and in many cases very little business is done in this line, simply because it is not pushed.

If a hardware dealer with a good stock of accessories had the time to stop each person as he enters the store and take him in and show him his accessories, there is little doubt that he would sell a large quantity. Now, of course, he has not time to do this; his time is taken up with looking after other details of his business, but what he can do is to display his goods in some prominent position, where everyone who enters his store will see them.

If a man wants anything bad enough he will ask for it, but there are many things which he may need and which he does not need badly enough to ask for, but which he would buy if it were brought to his attention at the proper time. The way to bring accessories to the attention of the motorist is to display them where he cannot fail to see them. You are getting him in the habit of thinking of your accessories. You are getting him in the habit so strongly that when he thinks of accessories he will first think of yours.

Place the Display Where the Most People Will See It

Place the accessories in a show case and mount it in a prominent position, preferably towards the door, where it can be seen by every man who comes in or goes out of the door. If the display is at the back of the store it fails, because very few men go to the back compared with the number who go in and out of the front door. If the store is on a street where there is plenty of traffic there should be a window display. There should also be some sort of an interior display.

The price of every article should be plainly marked. This saves the salesmen time and also tends to increase the sales by eliminating such slight embarrassment as might be felt by those who have no real need for a particular device, but who would buy if the price was in accordance with their desires.

Cards calling attention to the use of the accessories bring good results, and it is easy to dope out bits of information such as the following:

If you come to a sign by the roadside at night you don't want to get out and wade to it in the mud, light a match and read it. You need a spotlight.

"The car does look fine! Doesn't it? And it can be kept looking fine, too, with a little care. Oh yes, a little body polish and cleaner is a wonderful thing. It makes

a car look several hundred dollars better." Sounds reasonable, doesn't it?

Patches? Everyone needs them!

Emergency flash lamps? Great things! Ever use them in the home at night when the baby cries and the house light can't be turned on full glare.

Oh, what's very fine is a hand lamp and leader that can be hooked up to the lighting system.

Slip covers save the car. Rubber pedal pads assure safety. Goggles are essential to comfort—and comfort is the prime requisite in driving. The driver and his wife both need goggles.

Air gauges are real tire savers. Hydrometers and hydrometer syringes avoid trouble. A duster that won't scratch is a scarce article, but "we have one here that—"

In this way you will make the drivers get the habit of looking at the accessories. They will look at them several times a day, many times a week, perhaps hundreds of times a month, and perhaps over a thousand times a year. This means they will buy. You cannot constantly be brought face to face with accessories every day and not buy some. That is not human nature. You may not buy the first, the second, the third, fourth, fifth or tenth time, but sooner or later you will buy; and, best of all, when you need something your mind will at once travel back to those accessories in the store and that is the first place you will think of making a purchase.

See that every client of your store gets the habit of seeing your accessories every day, every week and every month of the year.

USE OF ADVERTISING

He who would get anything like the maximum of results must advertise. If his business is a small one and he cannot employ the extensive advertising methods of his competitors, let him do the best he can under the circumstances.

The effectiveness of an advertisement is not altogether governed by the extent of the space used. On the contrary, some of the most effective of advertisements occupy but moderate space. It is the skill with which an advertisement is written and put into type that determines its effectiveness as a selling force.

A good advertisement, no matter what its size may be, will bring business. But, at any rate, space in country newspapers can be obtained at such a low price that there are few dealers indeed who cannot afford to use even large advertisements on special occasions and moderate ones regularly.

But, after all, it is the persistent and regular advertisement that counts for much in the long run, whether the space used is small or large.

WHO ARE BUYING AUTOS?

Of the automobiles purchased in one of the central States during the first seven months of 1915 the output has gone as follows: 63,850 machines to the farmers, 49,940 to the city folks, 15,508 in towns of 10,000 to 20,000, and 20,702 in the towns under 10,000.

Windows That Sell Paint

How D. Rogers & Son, Springhill, N.S., dress their window to sell paint.



THE dealer who is first in the field in his locality with a good line of paints, oils and varnishes, and with forceful cards and displays calling attention to their merits will naturally reap the largest share of the business. One of the best methods of publicity is to call attention to the practical monetary value of a few cans of paint, showing that it is not only a beautifier but an actual preservative.

Good window displays helps out this. Among some recent window trims seen about the country was one that showed an old-fashioned splint bottomed chair, with the seat partly broken. Half of it was painted with enamel paint, and looked like new, and a sign tacked to it said: "Our enamel makes old furniture, wood work and floors look like new." By the chair stood a cellar door of rough wood, one-half painted with two-tone enamel—entirely altering its uncouth appearance. The window was draped in very dark green plush and showed two pyramids of cans of enamel paint of graduated sizes, the top can of each pyramid being of glass in which was an electric bulb, making the lettering on the can stand out very distinctly. A card said: "Floors made bright and clean without floor paints." To this was attached a paint card, and little red ribbons ran from each color to a can of that paint, which formed one of the component parts of the pyramid.

Another window offered suggestions for the decoration of various rooms in the house. In the background were shown panels of various colors. One of brown, with a border of purple grapes, had a card saying: "Dining room, restaurant or cafe." One of olive green, "Library or living room;" old rose, "Bed room or sitting room;" from each of these panels ran white tapes to cans of paint of those respective colors placed in the front of the window. The window was bordered with garlands of gay hued autumn leaves sprinkled with diamond dust, while the floor was strewn with cans of paint, varnish and oils, together with brushes of every size and grade.

ABOUT COLOR CARDS

Paint dealers should stop, think and reason about the color card subject, if they have never done so before. Color cards cost the manufacturer real money. Many dealers give little thought to them, because they are given away, for nothing, simply with the belief on the part of the paint maker that they will encourage the use of paint and assist in making sales.

Suppose a dealer is receiving fifty color cards for ready-mixed house paint, with each shipment of 100 gallons. Now, just think how many he would use if he actually had to pay for them at the rate of \$40.00 per thousand! It is safe to say one color card would sell

on an average of twenty gallons of house paint, and this is what it actually should do. These proportions are about correct and it proves there is a vast waste of valuable advertising matter for which no occasion exists. Some paint manufacturers have viewed this subject with such alarm that they have threatened to charge the dealers for all color cards they furnish.

Paint dealers should instruct their clerks as to the economic care of all kinds of advertising matter, but especially color cards, which are the most expensive. Dust proof cases should be used for the purpose of keeping them, so that every time a color card is shown it will be clean. Such a case also enables the clerk to find the card without any loss of time to either the customer or himself, which demonstrates a good sales system. Another reason why greater care should be taken with color cards is their increasing cost. Every item which enters into the making of color cards has advanced. To enumerate some of them: Paper has advanced nearly 200 per cent. Varnish has materially advanced. As to colors, every dealer knows the advance which has taken place in Japan colors and how it is almost impossible to secure some, at any price. The advance in printing inks is in itself quite a figure, so every time any item enters into the manufacture of color cards is mentioned it turns out a decided advance has taken place in its value.

All well organized paint stores do much good by taking care of color cards, and this makes the manufacturer, in turn, feel good because he realizes he has customers who get the most good out of the advertising matter sent them. Pages have been written on the care of color cards, but the same careless extravagance goes on. This is all fine for the color card manufacturers, but even they deplore a needless waste, and it is essential to their success that a proper use be made of them. Dealers who show a proper appreciation of the value of color cards, booklets, and other advertising matter and get the greatest value out of them are the ones whom any manufacturer will do his utmost to show his appreciation of. Co-operation is a great factor in commercial life.—Paint, Oil and Drug Review.

HINTS ON PAINT SELLING TO HOUSEKEEPERS.

A few dollars' worth, or possibly only a few cents' worth of paint or varnish, if properly used about the home, not only beautifies it, but actually improves its value. An old chair can be restored to its original beauty and usefulness in this way. There are few homes where a number of pieces of furniture have not been relegated to the attic or shed because they are too shabby to be seen in good company. These articles can be restored easily to an attractive condition by

a little varnish or paint, and made to do excellent service for a long time to come.

It is really surprising what a coat or two of varnish will do toward restoring the beauty and serviceableness of many articles. Scratches will disappear like magic, and unappreciated or unnoticed beauties in the grain of wood will be brought out strikingly by a coat of varnish.

Floors and woodwork, and window sills especially, quickly become dingy and black if they are not kept well varnished. They can be restored easily to their natural color, if they are not in bad condition. First, wash them thoroughly with soap and water, and when they are absolutely dry apply one or two coats of varnish.

CONCENTRATING ON ONE LINE

The dealer who is anxious to develop his paint business and make it profitable will find it much to his advantage to concentrate on one good line, which should be of the very best quality. In marketing such a line you can ask your customers for a price that leaves you a fair margin of profit. Frequently the fact that your paint is a trifle higher in price than that of your competitor across the street—who perhaps sells only a medium or low-grade brand—is one of the strongest sale arguments that you have, and it proves that the claims you make as to the high quality of the brand you sell are correct.

Then if you are satisfied that you have selected the proper brand, specialize in that brand. Handle the complete line—not only the house paint, but a sufficient assortment of the shelf goods, such as floor paints, wall finishes, varnish stains, enamels, carriage colors, wagon paints, varnishes, etc. These are all lines that customers are in the habit of demanding. If they are all under the same brand, made by the same concern, when you sell a package of house paint it is the best advertising you can possibly send out for the varnish stains, the buggy paint, the varnishes, etc.; when you sell a package of wall finish it advertises all the other lines you handle, and so on. This plan of concentration is infinitely better than handling one brand of house paint, some other brand of varnish stain, still another brand of wall finishes, and yet another brand of carriage colors. No matter how good the quality of these different individual lines may be, that very fact makes the customer desirous of obtaining the same brand next time he calls. If you have sold him varnish stain made by one manufacturer and he has found it satisfactory, he naturally comes to you for house paint. But he discovers that you have an entirely different make of house paint, and so you must argue with him to convince him that this brand of house paint is right, or else you may find him going to some other dealer who handles the house paint made by the manufacturer of the varnish stain.—Canada Paint News.

HAND MIXED vs. READY MIXED PAINTS

The National Builder recently had an article dealing with the question of cost of mixing paints by hand as opposed to ready-mixed paints. The writer, A. Ashmun Kelly, is very much of the opinion that it does not pay to mix one's paints, and the arguments are worth while to the dealer who is selling painters in his community.

Taking 100 pounds of average keg lead and breaking it up, and doing it as it should be done, namely, by adding a very little oil at a time, and mixing until the mass becomes a smooth paste, then adding more oil until thin

enough to strain, it will take an average painter from 30 to 45 minutes. Then if color is to be added time must be given for that, say ten minutes, though in making up some shades, or more particularly matching some difficult shade, it will take more time, but we should think an hour for the whole operation a goodly allowance. Now, what will that hour cost you? From 25c. to 45c. Some estimate an hour per 100 pounds lead. As the amount of lead given will make about 8 gallons of mixed paint, and you know the cost of your lead, oil, driers, etc., by adding the mixing cost you will get cost per gallon. Speaking off-hand, it will cost about 8 or 10 cents per gallon to mix it. To mix the paint you would require from 7 to 9 gallons of oil, for exterior work, and for priming, while for the second and succeeding coats you would require from 5 to 6 gallons to the hundred of lead. Then your colors, which vary in cost per pound according to their kind.

Someone has figured that it will cost \$1.82 to mix a gallon of paint in the shop, and \$2.25 to buy a gallon of the best factory-mixed paint. But we are not at the end of our estimates. What about the spreading capacity of the two paints. Painters estimate that 6 pounds of white lead made up into paint with oil will give two coats to the square 100 feet. Say this is correct. Then to mix up 100 pounds of lead in oil, lead at say \$7.25, oil at 80c., and driers 30c. per quart, the cost for the materials alone, for white paint, would be \$11.55. Or \$1.45 per gallon. A ready-mixed paint of like quality would cost \$2.25 per gallon. Apparently there is a saving of about 75c. per gallon in the shop-mixed paint, but of course there are other factors in the case, already given, also the loss due to mixing improperly, as may occur, causing waste, etc. It is claimed for the ready-mixed or factory paint that it will cover more surface per gallon than the hand-mixed paint will. The 100 pounds of lead made into white paint in the shop will cover, say, 1,667 square feet, two coats. It is claimed by the paint manufacturers that 5½ gallons of high-grade mixed paint will cover the same amount of surface, this as against 8 gallons of shop-mixed paint. Hence, the factory paint is cheaper because it covers better.

COVERING AREAS OF PAINT

Ten pounds of paint of proper consistency should cover the following number of square feet. Two coats on wood should spread over with

Red Lead.....	first 112	second 252
White Lead	first 221	second 324
Zinc White	first 378	second 453
Iron Oxide	first 453	second 450

On Metal—One Coat Only

Red Lead	477
White Lead	678
Zinc White	1134
Iron Oxide	870

Approximate Hiding Strength

Zinc White, spelter made	100
Lithophone ..	100
Basic Sulphate White Lead	50
Carbonate White Lead	50
Neutral Lead Sulphate	25
Barytes ..	2

The linseed oil used in the best paints is the prime factor in the spreading power of a paint. For instance, where a paint of average consistency will cover 324 square feet, as with white lead, or 453 square feet, as with zinc white, raw oil will cover 872 square feet. The pigment that will take up the most oil will be the one to spread farthest.

Sheet Metal Patterns in Automobile Work

Method of developing pattern for mudguard on automobile having a double curve—Details of construction.

By WILLIAM NEUBECKER in Metal Worker

FIG. 135 shows a good type of mud guard having a double curve, that is, the lower curve meets the running board at A while the upper one continues to B. Note that the lower part of the guard meets the running board filler at a b and from the inner edge of the running board b a bend takes place along b c meeting the channel frame at c. From c the metal runs at an angle to d, then along the top of the channel d e, all as shown by the dotted line. By placing c d behind the fender line it allows the splash guard to have a flare at points c and d and not run flush with the surface of the fender, as shown in the problem in Fig. 122 at 6 7 in the side elevation.

The method of working out the splash guard in Fig. 135 is shown in detail in Fig. 136. In this figure 1 6 7 8 to 10 shows the profile of the fender in the side elevation, 10 to 13 the joint line between the splash guard and the running board filler, shown from 10 to 13 in the end elevation. In the side elevation 10 to 14 shows the slight bend required between the rear of the running board and the lower side of the channel frame, 14 representing the apex, to which lines are drawn from points 7 to 10 and 10 to 13. A line is drawn from 14 to 15 parallel to 7 6, making the depth between 6 15 and 7-14 equal to the flare required on that part of the splash guard. The joint line between the bottom of the guard and top of the channel is shown by 15 to 16, while 16 c a shows the finish at the front of the guard and a l the width of the rim.

Having completed the side elevation, draw the end elevation in its proper position as shown, making the projection between the fender and channel as much as required by the front wheels, or as much as is indicated in this case from 6 to 15. Divide the profile of the fender in the side elevation into any number of equal parts, as shown in this case from 1 to 7 to 10.

Also divide the profile of the running board splash guard in the end elevation, as shown by 10, 11, 12 and 13. From these points project horizontal lines to the side elevation, cutting the joint line also from 10 to 13. From the various points 1 to 10 in the side elevation project horizontal lines to the end view, cutting the inner fender line also from 1 to 10. From points 13, 14, 15 and 16 in the side draw lines to the end elevation cutting the channel frame also from 13 to 16, as shown. From points 7 to 10 to 13 in both elevations draw lines to 14. In a similar manner in both views draw lines from 6 to 14, 4 and 5 to 15, 4, 3, 2 and 1 to 16. These lines in the side elevation are used as the bases of triangles, the altitudes of which are equal to the horizontal distances between similar numbers in the end elevation. From points 10 and 13 in the end elevation drop vertical lines, as shown.

Now, for example, to find the true lengths of the lines 10 14 and 4 16 in the side elevation proceed as follows: Take these distances 10 14 and 4 16 in the side elevation and place them on the vertical line dropped from 13 in the end elevation, as shown by 10' 14' and 4' 16'. From 10' and 4' draw horizontal lines meeting the vertical line projected from 10 and 4 in the end view as shown by 10 and 4 respectively. Draw the slant lines 10 14' and 4 16', which gives the true lengths of similar numbered lines in either elevation.

In this manner the various distances of the lines in the side elevation are transferred to the diagram X, as shown by similar numbers on the vertical 6' 16' and the true lengths found. It will be noticed that where the lines radiate from a given number in the side elevation they radiate from a similar number in the true lengths in X. For example, 14', 15' and 16' in X, are similar to 14, 15 and 16 in the side elevation.

The pattern is now in order. Take the distance 15

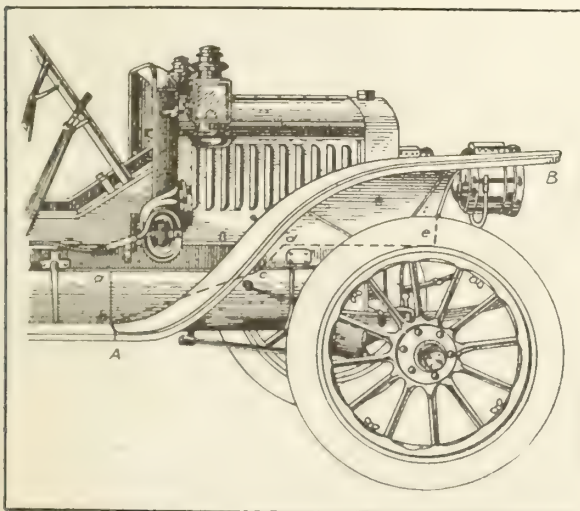
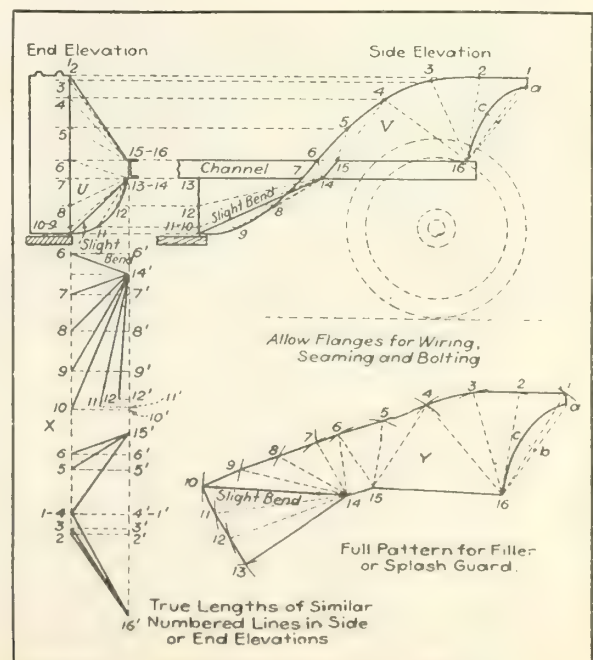


Fig. 135 and 136—Completed automobile mud guard and detail pattern of same, showing construction.



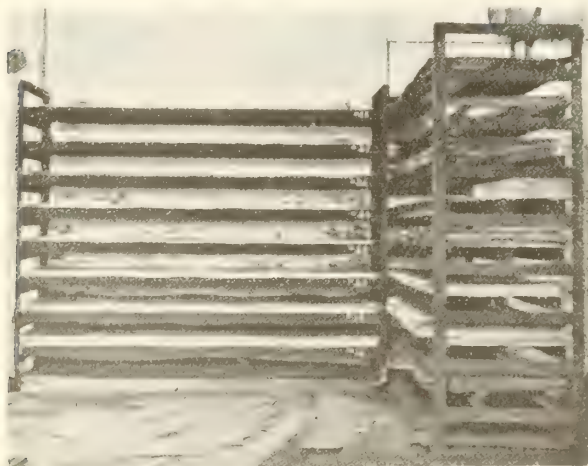
16 in the side elevation or V and place it in diagram Y. With 15' 4 in the true lengths or X as radius and 15 in Y as centre draw the arc 4, which intersect by an arc struck with 16 as centre and 16 4 in X as radius. With radii equal to 16' 3, 2 and 1 in X and 16 in Y as centre draw the arcs 3, 2 and 1. Set the dividers equal to the distances between 4 and 1 in V and starting from 4 in Y, step to arc 3, 2 and 1. Draw a line from 1 to 16.

At right angles to 2 1 draw 1a equal to 1a in V and draw a line from a to 16 in both Y and V. Bisect these two lines and obtain b. From b in the side elevation draw the perpendicular b c, cutting the curve at c. Take this distance b c and set it off from b in Y perpendicular to a 16 as shown by b c, and draw the curve a c 16. With radii equal to 15' 5, and 15' 6 6 in X and 15 in Y as centre, draw the arcs 5 and 6. Set the dividers equal to 4 to 5 to 6 in the side elevation and starting from 4 in Y, step to arc 5 and 6 and draw a line from 6 to 15. Next with 15 14 in the side elevation as radius and 15 in Y as centre draw the arc 14, which intersect by an arc struck with 6 as center and 6 14' in X as centre. With radii equal 14' to 7, 8, 9, 10, 11 and 12 in X, and 14 in Y as center draw the arcs 7, 8, 9, 10, 11 and 12.

Set the dividers equal to the spaces between 6 and 10 in the side elevation and starting from 6 in Y step to arcs 7, 8, 9 and 10, and draw the line from 10 to 14. Again set the dividers equal to the divisions in the curve 10 13 in the end elevation U, and starting from 10 in Y step to arc 11 and 12, and from the intersection 12 strike the arc 13, which intersect by an arc struck from 14 as centre and 14, 13 in the side elevation as radius. Trace a line through points thus obtained in Y and then will 1 10 13 16a be the full pattern for the splash guard shown in place in the automobile in Fig. 135.

EASY STOCK-KEEPING SHEET RACK

The Metal Worker some little time ago published a photo of a sheet rack used by a Cincinnati sheet metal worker. A glance at the storage rack is sufficient to show exactly how many sheets of any particular gauge.



Simply constructed sheet metal rack which keeps stock quantity always at hand

or of any special kind is in stock. This, which obviously is one of the chief advantages of a rack of this kind, is possible through the method of storing the sheets employed. Heavy sheets at the bottom, lighter as the compartments of the rack rise one above the other is the order maintained.

The lowest compartment contains sheets of 14 gauge and the rest 16 gauge, then so on down to 28 gauge on the upper tier.

Such a rack might be built of any desired capacity. Set, as shown, with one rack endwise to the wall, and the next lengthwise alternately, the sheets may be conveniently removed and the number of each in stock seen at a glance. Blue sheets, black sheets, galvanized sheets, all kinds and qualities, may be kept separate and in good condition. In the shop where this rack is used, it is the practice to mark each sheet with a number as it is stored away, thus, for instance, if the top sheet in the compartment holding 24 gauge black sheets is numbered 69, that would indicate that 69 sheets of that particular weight are in stock. As additions are made the numbers on the new sheets begin with the highest shown on the sheets already in the rack, so that there are never any lost sight of. The top sheet in any compartment thus shows at any time how many sheets of that particular gauge are in the rack and the superintendent can thus easily watch his stock and keep it up to requirements.

Once a week the superintendent turns over to the buyer a report which shows the top number of the sheets in each rack. Thus the buyer if afforded a ready means of ascertaining what should be purchased to maintain the stock at the required amount.

The rack is constructed of angle and I iron. The up-rights are 3-in. x 3-in. x 1/4-in. angle iron, while the laterals are 3-in. I beams securely bolted to the angle iron. The racks are constructed to accommodate sheets 36 in. x 120 in.

BOUNTY ON CANADIAN ZINC.

The Dominion Government proposes to provide a bounty of two cents a pound on zinc and spelter produced in Canada whenever the price in Canada is below the nominal price paid in England. No bounty will be paid until after July, 1917, and the total bounty may not exceed \$400,000. Zinc is being refined at present at Trail, B.C., and it is proposed to establish a smelter in Eastern Canada.

METALS AND HARDWARE TRADE OF NEW ZEALAND.

W. G. Wickham, lately H.M. Trade Commissioner for New Zealand, now H.M. Trade Commissioner for South Africa, has furnished the following particulars relative to imports of metals and hardware into New Zealand in 1914.

A feature of this large and important group of imports is the extent to which tariff assistance is given to United Kingdom goods, as compared particularly with the textile group. Of the total imports of all classes of goods into New Zealand in 1914, metals and hardware accounted for about one-eighth, but the total imports under the preferential tariff only, metals and hardware accounted for nearly one-third.

The proportion of imports supplied by the United Kingdom was over 77 per cent. As regards semi-manufactured iron and steel, the United Kingdom supplied 94 per cent. of the total imports, and another 3 per cent. was supplied by Canada.

ANOTHER SHINGLE ROOF ARGUMENT.

"Why are children so much worse than they used to be?"

"I attribute it to improved ideas of building."

"How so?"

"Shingles are scarce, and you can't spank a boy with a tile roof."—Life.

The Correct Hardware to Use in Each Room in the House

The object of this article is to draw the dealer's attention to the possibilities of hardware as a decoration and the importance of careful selection for the different rooms.

By FRANK M. JEFFREY

Builders' Hardware Department, Aikenhead Hardware, Limited, Toronto.

IT is unfortunate that this country has adopted the unsatisfactory term "hardware" to designate the finer as well as the rougher interior metal work, both of utility and of decoration, used in buildings, although some consolation may be derived from the fact that the word is less inappropriate than the still more objectionable English term "Ironmongery." But it is too firmly established to be challenged and therefore must be allowed to pass.

It is well to remember, however, that in its broad sense it covers equally the metal work of construction, such as nails, screws, and other permanent fastenings; the metal work of convenience, such as locks, hinges, bolts, etc.; and the metal work of ornament, such as escutcheon plates, knobs, hinge-straps, etc.

The necessity for expressing this differentiation by works has led recently to the practice, which it is to be hoped may be generally adopted, of using the terms "rough hardware" and "finishing hardware," the former to designate constructive and rough material, such as sash weights and pulleys, sliding door hangers, etc., and the latter to designate all material intended for protection, convenience and ornament, especially that which is visible when in place.

Although the expenditure on finishing hardware averages only about 2 per cent. of the total expenditure on a residence, its selection is one of the most important. A door or window cannot be opened or closed without the handling of the hardware, therefore, strength of construction and utility should first be considered.

The history of the art of the locksmith is probably as old as the history of civilization, and references to it are found in the early literature of almost every nation. Wherever and whenever property became indi-

vidualized it is reasonable to suppose that means were desired and were devised for insuring its protection and privacy, and that thereupon locks in some form, however crude, came into existence. To summarize even briefly the many records of the early phases of the art which are available would carry us far afield and entirely outside the purpose of this article. However, it is sufficient to state that during the last few decades the artisan has perfected his work, and locks may now be had to suit every purpose.

Hardware Should Harmonize With Surroundings

The second point to be considered is the appearance of the hardware. It should harmonize with the surroundings, both as to finish and decorative design. Of all of the subordinate elements of interior decoration there is none which offers a larger opportunity for effective results, and for the exercise of personal taste, than the metal work for doors and windows, and this is now available to the architect and his client in such variety of character, grades, and prices as to satisfy all tastes and to suit all purses.

In classic architecture metal work played but a small part, but during the middle ages, with the advance in the art of metal working, this element of decoration attained great prominence and development. On this continent social and commercial conditions were unfavorable to the development of architecture and the allied arts, except to a slight extent during the Colonial period, until comparatively recent years. In a new country like our own the growth of taste in household art and the appreciation of the right use of art work come only with increase of leisure and the relaxation from daily business; but, as the influence of culture, art, and travel grows daily more powerful, so the great



The builders' hardware department in up-to-date hardware store in large eastern city.

tide of public sentiment follows the lead which only a brief time before seemed far in advance. Instead of looking only to art galleries and public collections for examples of art work, and being content with an occasional glimpse of some rare bronze or exquisite forgings through the panels of a cabinet, the owner demands not only possession, but also the daily use of the articles which, a few years ago, would have been cherished in some museum of fine arts.

When the householder of to-day seeks a new home he calls to him the architect, to prepare plans and elevations, and to put into practical form for construction the ideas which he has in mind, and also to guide by counsel and experience the plans which he hopes to see realized in the completed building. In all this work the interest increases as the house approaches completion, and not the least interesting portion of the work is the selection of the metal trimmings and ornament. In this branch of the decoration of the house the new order of treatment is a revelation to many, and often the client, from lack of information, fails to profit by what has already been done by specialists in art metal work. It is here that the systematic production of art metal work for household use and decoration, made under all the favorable conditions of organized manufacture, enters the field to give practical solution to the problem of the union of the artist and the artisan, and it is by such means that the modern house beautiful is enabled to bear at every turn the products of artistic taste in bronze, brass or beaten iron.

Good Idea to Consult Sample Rooms of Hardware Dealers

It is most important that a long-established and reputable hardware house be consulted when finishing hardware for your residence or client's residence is to be bought. A firm, with a reputation to keep up, will have some capable employes who are both artists and artisans, and with their experience in decorative art metal work, are best able to give advice as to the utility and decorative qualities to be obtained in hardware. Valuable suggestions will be given as to ways and means by which the residence being constructed can be beautified and improved, both mechanically and architecturally, by the hardware. Samples of designs and finishes will be submitted for the asking, and many ideas may be obtained by the architect or client.

Hardware for Entrance Door

Too much care cannot be taken in the selection of the hardware for the front entrance door, as the first impressions are formed there by all visitors. It is necessary that a design be chosen that suits the architecture of the residence without lessening the utility. The finish also is important on exterior doors. The atmosphere rusts iron and oxidizes brass or bronze. However, the modern artisan again comes to our aid, and some finishes and effects can be obtained which are lasting.

Living Room

The massive furniture, beamed ceilings, and general substantial appearance of the living room should be carried out in the hardware. Its chief characteristics should be simplicity of form, in the use of flat surfaces, and a reliance on contour rather than upon ornament, the latter being emphatically placed when in use at all. The most suitable finish is a dark or statuary bronze.

Reception Room

The decoration of reception rooms is usually marked

by delicacy of pattern in outline, and a conventional use of the classic bead and pearl, or bead used to delicately outline large patterns. An escutcheon plate from the Adam's School of Architecture is illustrated, and, when finished in polished gold, is admirably adapted for use in all reception rooms trimmed in white enamel.

Dining Room

A dining room, plain but rich in appearance, with its mahogany trim, is invariably furnished with dull silver hardware, which has a beautifully soft appearance on the mahogany and yet harmonizes with the silverware and lighting fixtures in the room.

Music Room

The music room affords the owner a splendid opportunity to show his or her own individuality and taste. The finish of the hardware should be rich—but soft and velvety. A hard glaring finish like polished brass gives the room a harsh note, whereas a burnished gold or ormolu brass finish adds a note of harmony. The selection of design should be based on the architectural design of the room.

Library, Loggia, Etc.

Owing to the wide use of Mission period furniture in libraries and dens, the hardware should have the hammered iron effect, or some other typical Mission design. A dark oxidized finish will harmonize with the wood-work, which is usually fumed oak.

The hardware of loggias and conservatories, owing to the dampness of the atmosphere, would be in crystalized brass or verdigris finish.

The opalescent glass or white china are best suited for use in the servants' portion, as they are sanitary. They also match the porcelain sinks and general white appearance carried out in this portion of the residence.

It is hard to lay down any set rule for the selection of hardware for the bedrooms, owing to the great many different types of decoration and color effects in use. Cut glass or a very fine grade of china with hand-painted designs are the most frequently used.

For attics and basements a strong, substantial lock with plain trim is most appropriate.

Importance of Good Hardware and Careful Selection

Owing to the fact that finishing hardware is one of the last expenditures made on a new building, the salesman is working at a great disadvantage. Twenty to thirty per cent. is often cut off the proper allowance in order to bring the total cost of the building down to the estimated cost of construction. Tapestries and draperies are bought chiefly as an ornament, to be replaced from time to time, whereas hardware has two functions. It must be mechanically perfect to insure the proper operation of doors and windows, artistically designed, to blend with the decorations, and strong enough to withstand all abuses. It is a permanent fixture and must stand as long as the residence, as it cannot be changed when once applied.

The writer's object has been to draw attention to the possibilities of hardware as to decoration, and the importance of its careful selection. No other material entering into the construction of a building will pay a larger return, in satisfaction, comfort, and permanent economy, for time and care devoted to its selection, than the "finishing hardware." But, until lately, none has had less consideration.

HOW TO SELL A SAW

Written for Canadian Hardware Journal by

F. L. EDMAN

"A SAW," says Webster, "is a tool or instrument consisting of a thin flat blade or plate of tempered steel with a continuous series of teeth on the edge, used for cutting wood, metal, bone, etc." However, the twelve-year-old boy who has been obliged to spend eight or ten hours a day on a huge-pile of touch poles, diminishing in size with snail-like rapidity, would doubtless define it much more briefly and more to his own liking, as an instrument of torture.

However, the saw was not primarily intended as an instrument of torture. It has a very important mission to fulfil—a work to perform—and, really, its qualifications for doing this work most efficiently and with the greatest ease to the operator, form its principal selling points.

The greatest success in the selling game is not attained through hit-or-miss methods of salesmanship. A selling talk, to be effective, must be well planned, designed in all instances to meet and counteract every possible objection. The salesman must have a clear, thorough, practical knowledge of the products he is selling and, above all, be prepared to present the salient features in a logical, forceful, convincing manner.

In ascertaining the vital selling points of any product, it is first necessary to determine just what sort of a human need the commodity supplies. Place yourself in the position of the prospective saw buyer; the individual who is to use it; decide just what you would expect of a saw; then study the one you are selling, and see how it matches the demands.

Of course, the primary consideration in buying a saw is cutting qualities. The function of the saw is to cut, just as it is the function of a heating stove to produce heat. The saw prospect is usually interested to some extent in learning something about the sort of material entering into the saw and how it is made, but the average man's understanding of such things is vague, to say the least—what he wants to know most of all is how well it will serve his special purposes.

First of all, to be a successful saw salesman, one must have confidence that his saw will make good all reasonable claims one may make for it. No dealer should think of handling a line of saws that he cannot conscientiously recommend, for under such conditions his talk lacks ginger; it fails to convince. One cannot expect to inspire in others a confidence that he himself lacks.

A big contractor one day entered a certain hardware store to buy a number of tools. He first began looking at hand saws, and, although the brand shown him was one with which he was not specially familiar, yet, after a careful examination, he seemed quite well pleased. Before making a final decision, however, he began asking questions—and right here the salesman let the whole bottom drop out. His replies smacked of skepticism, ever so little of course, but just a slight inference of this sort is sufficient to spoil a sale. A strong endorsement of the saw would have landed the order; that was all that was required, but it was not forthcoming, and the sale was lost. The contractor figured it wouldn't pay to take chances, so he went where they had more confidence in the goods offered for sale, and it is hard to estimate just how much future business was sacrificed as a result. Nothing convinces the prospect

like a display of implicit confidence on the part of the salesman.

But now to get back to cutting qualities. A saw may be operated with great ease, or may require undue exertion, depending on the saw. Everyone hates a saw that chews the wood instead of sawing it; that binds and sticks in the wood; that simply won't saw straight. That's the kind of a saw that no one wants, so it's up to you to convince the prospect that the saw you offer is not that sort. Talk with the customer, always—not at him. Get him to take hold of the saw, at the same time directing attention to the perfect hang, the niceness of which is felt the minute the handle is grasped. Explain that it is ground and tempered with such precision that binding is impossible, also so strong and rigid as to positively prevent buckling; that it is made of finest quality tool steel. Lead the prospect into talking about the saw, asking questions, commenting on its merits, etc. In this way he helps make the sale himself; and when you once get the buyer to talking, the sale is about as good as made.

On entering a small town hardware store recently my attention was arrested by a salesman handling a prospective saw buyer. There would have been nothing so extraordinary about such a transaction had it not been for the wonderful amount of enthusiasm the salesman was throwing into his task.

"Have you ever used a poor saw," he inquired, "one that would stick and bind or buckle?" and while talking he was going through the motions of pushing such a saw, and his facial expression plainly indicated the difficulties and unpleasantness one must undergo. "If you've used such a saw," he continued, "then you'll thoroughly appreciate this one," and of course an exactly opposite demonstration showed the ease of operation and general desirability of the saw he was offering.

It is a reasonably safe bet that salesman had back of his natural selling ability some practical experience in the use of a saw. Of course, it is manifestly impossible for the salesman to be experienced in the use of all products he is obliged to sell, but a careful study of each commodity, its uses, the demand it is designed to meet, coupled with good, sound judgment, will enable the salesman to formulate an effective selling talk. The salesman who has never used a saw can get some mighty good selling points from the man of experience. Talk with him, learn what he expects of a good saw, what he considers of primary importance, what are the vital essentials, etc., and then you'll know what points to make prominent.

Ordinarily, the saw should not be a difficult article to sell, for it matches a clearly expressed demand. People do not have to be educated to the advantages of owning one, as is the case with many other articles in the hardware store. When the man is in the market for this commodity he wants it to fulfill a distinct need. Granting, then, that your saws are first class in every respect, about the only objection apt to be encountered is price; there may be occasional exceptions with critical buyers; but in the main if the salesman is able to overcome a possible price objection, he is reasonably sure to land the order.

When a customer objects to the price, then is the time to jump right in with emphatic arguments on the easy-running, excellent-cutting and long-lasting qualities of the saw, showing clearly and forcefully that it is broad-gauged economy to pay the price that insures service of the highest type. And do not fail

to properly impress on the prospect how such a saw will save a vast amount of time and energy over the cheaper sort. The first cost of a saw is not apt to be considered too seriously if it can be shown how the buyer will eventually be ahead of the game by buying same.

We have spoken of the necessity for confidence in the product—the salesman must also have confidence in his ability to handle customers. He must create a sort of atmosphere that at once plainly indicates he is complete master of the situation. He must not be overbearing—that's a bad fault—but simply display a confidence in himself that at once puts at rest any doubts the prospect may have as to whether or not he knows his business. If the buyer discovers he has a weakling on his hands there is small chance of making a sale.

This matter of gaining confidence in oneself is largely a matter of cultivation and development. Every time a sale is lost you lose a certain amount of prestige; on the other hand, each time you conquer a tough customer you are inspired to still greater efforts. Enthusiasm and confidence go hand in hand. Get the former and the latter will come as a natural result. Make up your mind to get them all. Have a selling talk with a punch—arguments that convince. Be earnest, be forceful, be confident, be resourceful.

ELECTRIC CALL BUTTON FOR GASOLINE.

D. W. Roderick, of Wells Garage, Wells, Minn., makes sure that his customers are not kept waiting for gasoline. On the sidewalk gasoline pump in front of the garage is placed a sign bearing the inscription: "For Gasoline Press Button." On the sign is placed an electric push button, connected to a bell in the repair shop. If the proprietor has to leave the office for any reason he throws in a switch, which is placed just inside the door, connecting up the bell in the repair shop. Then if a prospective customer drives up and wants gasoline he does not have to go and hunt up the man in the repair shop, but gets served without delay.

MAKING ONESELF VALUABLE TO EMPLOYER

The constant aim of the clerk should be to make himself more valuable to his employer, and a real asset to the store in which he is working. The boss will not be slow to recognize that he is putting forth real genuine effort, and real effort eventually gets its reward.

The employer is constantly working for larger sales and to secure the best results he must have clerks who take an interest in the business and try to make as many sales as possible each day.

Business must not be only large though, but also profitable, so that the clerk should aim to keep expenses and leaks down to a minimum. A little thought and an open eye will help much in this regard.

Initiative on the part of the clerk is appreciated by a dealer. He likes a clerk who can carry on his part of the work without constant instructions and who can do a few things on "his own hook."

PLEASING THE NEW CUSTOMER

It is most important that you find out the likes and dislikes of new customers, so as to be able to thoroughly satisfy and please them. It won't do to guess at things. The customer must be suited if he or she is

expected to come again. The new customer must be made to feel at home in the store and not waited upon in a hurried manner. The store that gives a new customer the proper attention and what he or she wants is likely to make a regular customer.

FOUR HITS WITH ONE SHOT

There was a clerk, and the clerk was asked for an article that was not carried in stock. But the clerk said: "If you will leave your name and address, we'll order one, and have it sent to you."

The man left his name and address, and in due season the article was sent him. The clerk had made several points.

He had made the store a profit on the article.

He had pleased and served the customer.

He had created a friendly feeling toward that store in the mind of a probable future customer.

He had obtained in a very legitimate manner the name and address of a consumer.—Inland Storekeeper.

QUALITIES OF SALESMANSHIP

The following was recently issued by a manufacturing firm to their salesmen:

"Salesmanship consists of brain work; it is mind, not muscle, which does the business. A salesman does not make permanent friends by yielding to demands for cut prices. It is a sign of weakness, and weakness excites pity rather than admiration.

"Make your selling talk practical. Use facts and figures: they are convincing. If you get a chance, travel along the road in company with your competitor, the better you know him the more you will think of yourself.

"Don't rely upon the introduction of another salesman to influence business for you. You stand on firmer ground if you introduce yourself.

"Jumping ahead of your competitor doesn't pay; he gets all you leave behind, and you leave behind more than you get.

"When selling one man in a town forget all others until you have done your work thoroughly with the one.

"Remember the principal qualifications that equip a salesman to establish confidence, and don't forget that 'cheerfulness' is not only good medicine, but is food for mind and body; it is a character that thrills every atom with new life, and is to the facilities and talents of the mind what sunshine is to the flowers and trees.

"When you are plumb discouraged in the effort to land a customer, bear in mind that he is as near giving up as you are. Don't be the first to 'cave.' Forget the words that signalize surrender; recall the story of the two Irishmen who got mixed up in a little difficulty and decided to fight it out. The referee was chosen and said: 'Let the man who is licked say "sufficient," and I will stop the fight.' The two went at each other with hammer and tongs. Soon both were exhausted and landing jabs in the air. Mike was about to keel over, but managed to place one more punch on poor Pat's nose when Pat yelled, 'Sufficient!' 'Begory,' said Mike, 'it's meself that's been trying to think of that darn word for the last tin minutes.' Moral—Don't be a quitter."

"Let the red blood of determination run riot in your veins and its very energy will force aside the blues."

Profits of the Retail Merchant

By
T. F. McDOWELL
Vancouver, B. C.

Editorial Note: The question of profit is one of vital importance to every merchant. Every man is primarily in business to make money, and for this reason must give a good deal of attention to the matter of figuring profits correctly.

The first essential in figuring profits is that the dealer know the actual cost of his goods, and also know his cost of doing business. This is something that many dealers do not accurately know, and as a result they are not in a position to figure their profits correctly.

The question of profits and expenses is dealt with in a practical manner in the following article. This was an address by T. F. McDowell, of Vancouver, B.C., delivered at the annual convention of the Retail Merchants' Association of British Columbia. It brings out many valuable points, and is worth the careful perusal of every reader.

* * *

PROFIT is the return from the employment of capital after all charges for labor, interest, depreciation, selling expense, and other expenses of the business have been accounted and deducted.

A misapprehension of the meaning of profit is responsible for a large percentage of the failures in business. This is nowhere better shown than in the retail business, where some deduct the buying price of an article from the selling price, and call the difference "profit."

Many Failures in Retail Business.

When you commenced business you were face to face with the fact that only 10 to 15 per cent. of "business enterprises" succeed. Quite a gamble, is it not? Yet you "wade in" and invest your hundreds or thousands, as the case may be, in order to be one of the "successful ones."

From reliable figures for the past year there have been 300 merchandising failures in the Province of British Columbia, an increase of about 60 per cent. over 1912. Let us briefly consider the causes.

A great many failures are the result of the "lack of shrewdness." One may know his business as an employe, but after commencing for himself, if he cannot acquire "shrewdness in business" he might as well shut up shop at once, for it will be only by the means of remarkable good luck, combined with a flow of favorable circumstances, that he will be able to stay in business at all.

The Effect on Cost of Goods.

Men have embarked in business who were absolutely unfit for merchandising, had insufficient capital, and lack of business training. Then, in other cases, wholesale credits were curtailed, development work temporarily stopped, and in some cases those who were bona fide merchants were met by circumstances over which they had absolutely no control.

Upon whose shoulders falls the burden of these losses? Sooner or later it comes to us in a more or less degree on the cost of our goods. You meet the last cost, Mr. Merchant, you stand between it and the consumer.

Sample of the Cost Sheet.

Have you a properly drawn up cost sheet? Say for example one like this:

Rent
Proprietor's salary

Store, office, and shipping salaries
Taxes
Insurance
Lighting and heating
Delivering expenses
Breakage and repairs
Advertising
Goods given as presents, donations, etc.
Printing, stationery, books, and supplies.
Telephones
Bad debts
Paper, wrapping, twine, etc.
Depreciation on plant
Interest on bank loans, etc.
Miscellaneous items on general expense account
Total cost
Average selling, per cent.

Charge Rent for Own Building and Own Salary.

In connection with rent and proprietor's salary, don't cheat yourself. If you own your own building, your business should be charged "rent," and you have a right to a salary for services rendered.

If you have a good lease and paying a very moderate rent, your business should be charged with rent as current in your location.

Those who have business where competition is not so keen often overcharge and invariably the catalog house seizes the business, or some one says, "room for one more," and in comes a competitor.

System Where There Are Different Departments.

Some of our delegates here are men who own departmental stores. No doubt you place each department on its own merits. You therefore charge them with an inventory. Your system in these departments should be just as thorough as an individual business. Charge them with:

Salaries
Expense
Heat and light
Advertising
Insurance
Rent
Office expense
Delivery
Miscellaneous items

and taking your balance sheet in the usual bookkeeping system.

Mr. Merchant, you should know your investment in your business twice a year. You can have a system where at any time the amount of stock in each department can be very closely and easily ascertained.

Guesswork is Dangerous.

How long would a banker succeed if he were to simply guess at the amount of money he had invested in his business? Yet there is no reason why a banker should be more thorough than the merchant.

Guesswork is dangerous. There is too much of it in the retail business. Competition is becoming keener,

margin of profit closer, salaries and expenses higher, and credits have been too liberally given.

Figure Profits Correctly.

Profit is sometimes misconstrued. The percentage in retailing should be figured on the selling price. To make 20 per cent. on the selling price, 25 per cent. must be added to the cost. Don't have your branch managers figuring differently.

Profits are largely increased by efficient buying. Often sales spurt up when you purchase something new which becomes popular with the trade. Good merchandising is "keeping abreast with the times."

The merchant who believes with his whole heart and soul that his business is the best business on earth and the products that he offers are the best, is bound to make money, even though he is a plodder.

The secret of the success of many a merchant whom his competitors regard as being more favored than themselves lies in the dead set conviction that his business is right, his goods are right, and consequently success bubbles right out of his system and dispels many obstacles.

Many merchants are not successful because they do not thoroughly understand their business and have to pay for their experience from their profits.

Always keep in mind the fact that the public is not going to buy your goods if they find you are not giving them value.

The Matter of the Balance Sheet.

The average merchant is not true to himself in his balance sheet. This is one of the important factors in success. It is a scale, weighing the assets and liabilities. In a successful business it must weigh heavy in the asset basin. You can cheat yourself if you crowd on the asset side unsaleable stock at invoice value, sundry debtors, including old accounts at face value, fixtures at cost price that are five and ten years old, making no allowance for reserve for future and bad and doubtful accounts, and failing to charge "capital account" a working interest charge. A limited liability company sets aside a cash reserve before a dividend is declared.

A good ship does not necessarily guarantee a safe port, nor does a good system alone insure a successful business.

One must not depend altogether on his own brain power to enlarge his abilities.

In the present day we are favored with clever trade journals dealing with all details of business life; we must keep posted.

The world isn't much interested in the storms we encounter at sea.

The question is: "Did you bring the ship into port?"

HARDWARE MEN IN PUBLIC LIFE

A. M. Edwards was elected mayor of Galt, Ont., this year by acclamation. He is a progressive and successful young business man. Mayor Edwards was born in Bothwell, Ont., and is a graduate of the Ontario College of Pharmacy. He went to Galt from college in 1897 as a clerk for Robert Ferrah, druggist. After spending a while in Galt, Mr. Edwards bought out the drug business of W. H. Lutz, which he afterwards sold, and then went into partnership with Mr. Ferrah, whose share in the business he later acquired. Three and a half years ago he disposed of his drug business and, being president of the Galt Stove and Furnace Works,

has since devoted his time to this growing business. Mr. Edwards is also president of the Galt Reporter. He has always taken an active interest in sports of all kinds, especially in hockey, and a few years ago was president of the Galt Hockey Club. He is vice-president of the Waterloo County Golf and Country Club, and a director of the Galt City Club. After 6 years' service to the citizens he has climbed from alderman to the position of mayor. He entered the council seven years ago as an alderman and for four years served in that capacity.



A. M. Edwards, Mayor of Galt, Ont.

city. He was then out of the council a year, and two years ago went back as reeve, which position he also held last year.

Ever since entering the council he has been noted for his attention to the work placed in his hands, which sometimes required a considerable sacrifice on his part. His election to the position of chief magistrate of the city by acclamation indicates the appreciation of citizens.

Mr. Edwards has been a hard-working member of the Board of Trade, of which he is a past president.

READING FOR PROFIT

The dealer who reads, the dealer who observes, acquires new and profitable ideas. These ideas are the sparks from which a small nucleus may grow, or may die, according to the individual. One idea may kindle an interest in one person, and it may be passed over unnoticed by another. This depends upon the individual and the circumstances. However, the men who prosper are those who are always observant, looking for new and better methods; seeking for a more intelligent knowledge of their occupation, and make their business better by acting accordingly.

INCREASE AVERAGE SALE PER CUSTOMER

EVERY retail clerk should make an effort to increase his average sale per customer. Just stop to think what it would mean to yearly sales if each clerk could sell on the average 5 cents' worth more to each customer he waits on. It would jump the sales record up surprisingly and do so without increasing selling expense. It would mean so much "velvet" for the store, and that is the kind of business that counts.

Every clerk should attempt to increase his average sale per customer. Many could show a goodly increase if an attempt was only made.

A New Viewpoint on the Question of Cash vs. Credit

Writer points out that people who are refused credit become enemies of the store and also prejudice other people.

By the Manager of a Large Credit Store

FOR several years we followed the general custom of residential stores, and extended credit to those whom, after due investigation, we considered worthy. In opening accounts, we had a definite understanding that the bill was to be paid within a few days after it was rendered, and we were strict in enforcing this rule. By this means we kept the percentage of bad debts down to a phenomenally low level. We assumed that our charge accounts constituted a very valuable part of our business, and there is no doubt that, taking any limited period under review, they were undoubtedly a source of considerable profit.

Many Old Customers Gone

On comparing our present list of charge accounts with one three years old, it was surprising to observe how few survivors there were, and on examination as to why the missing ones had left us, we found, as will be found by other dealers if they conduct the same enquiry, that while a proportion had vanished from purely natural causes, such as death or removal, and some, to be candid, because we had failed to give full satisfaction, the greater proportion had been removed by ourselves. That is to say, we had found it necessary

to deny them further credit. Of this latter class practically every one has become an open or concealed enemy. To these we must add those who have applied for credit and been refused, although it is apparent that they would feel less affronted than those who had once been trusted.

We are convinced that although tact may minimize the friction of credit regulation, it never removes it, but if a business boldly takes the stand that it gives credit to none, no one is offended, for the personal element of slight is not present. After most serious consideration we have come to the conclusion that if we had directed the efforts which, during the past three years, have been expended on our charge accounts, to increasing our cash sales, we should by now have a sufficient trade to balance our loss of charge sales; we should be running at less expense; we should have more liquid capital in the business; and we should not be creating several new enemies every month, infecting the minds of present and prospective customers with prejudice against us. We think that these considerations present an unfamiliar, but nevertheless very strong additional reason to those which are usually advanced against the practice of giving credit.

BRINGING HOME THE BACON BY THE USE OF ADVERTISING

THE story of the growth of the Wanamaker stores, in Philadelphia and New York, makes interesting reading. After reading it the writer is more than ever convinced of the value of advertising in building a business. The first day that John Wanamaker opened for business the receipts amounted to \$24.67. The 67 cents was left in the till for change making next day and the \$24 spent in advertising. Such a policy was deemed an insane one by many of his competitors, but time has proven its value. The big stores of the company stand as proof positive of the fact.

While few dealers can ever expect to attain the success of John Wanamaker, nevertheless they will find a fair amount of money spent in advertising a profitable investment. Particularly at this time, a little additional advertising will be found a good spring tonic for business. There are many seasonable lines that can be exploited to good advantage in the dealer's advertising space at this time. Properly written copy, full of seasonable suggestions, will be found valuable in bringing home the bacon in the Spring campaign.

Too many dealers have been neglecting their advertising during the past year. Now is the time to get back into line again and help the cash register play a livelier tune by good use of moderate space.

MAKE USE OF MANUFACTURER'S ADVERTISING

IT is a sinful waste to throw out the booklets and other advertising of manufacturers, as many dealers do. Surely they can be put to use in interesting customers in these lines you handle. They can, too, as is amply demonstrated by the experiences of other dealers. Stamp your name on them and send them out in parcels. Many of them will be read by customers and interest aroused to the benefit of sales. If the customer is already using the article, reading the advertising matter will impress it more clearly on her mind. It may tell her how it can be used to better advantage and she will be more pleased with it, or it may tell her of new ways to use it, and she will buy more.

When you have a window display of an article on which you have literature, use a show card to invite people to come in and get a booklet. It serves as a means of getting them into the store and affords an opportunity for you to explain the article to them. When you have a window display, open up the booklets on the window floor so that customers can read extracts. All these methods will help in sales.

Value of Show Windows to Sell Electrical Goods*

There is a greater field for attractive window displays in the electrical line than in any other. The wonderful number of demonstrations of heat, light and power from electricity are limited only by the ingenuity of the window dresser. One of the greatest troubles to overcome is that the average man is willing to have a good window if it doesn't cost him anything and doesn't take any time to prepare, which is just as sensible a statement as that a man is willing to go into business if it doesn't take any of his time and he doesn't have to invest any capital.

Show-window dressing requires an initial investment of sometimes considerable amounts, takes quite a little grey matter and much carefulness of execution. In order to make show-window advertising a success, you must have some money to spend on it. You must have a good location, skilled, experienced salespeople and money for the window displays themselves.

Moving Displays Attract Attention

Miniature reproductions of large-sized objects are always interesting and large-size productions of miniature articles are likewise attractive. As a rule, moving

Electric Hand Lanterns for Campers Cut out the Continual Hunt for Matches

Window card to accompany hand lantern display.

displays attract more attention than still displays, and the possibilities for moving displays in the electrical line are tremendous.

Still displays, however, should not be overlooked. Some of our most successful sales have been conducted with still displays.

Connect Window Displays with Holidays and Events

Connect the window displays with the national holidays, with the seasons of the year, with local events. Have a wedding window for June brides or a Santa Claus window for Christmas, a harvest home window for Thanksgiving, and a patriotic display for the First of July in Canada.

Schemes Which Sold Fans

In the spring and early summer, when you want to sell fans, if you are a window dresser, you will think of the baseball fans. Last spring, people passing our show window in Cincinnati lined the window to see a baseball game in full swing. The players in the game were electric lights.

Of course, one of the things which you want to do is to have possible customers link fans with the idea of coolness—cold waves, ice, snow and freezing temperatures should all be connected with fans in the minds of possible buyers. With a bushel of paper confetti and a few fans you can make a fine snowstorm. The fans must be so placed as to make a continuous current of air in the window, which will keep the imitation snow in a constant whirl of motion, eddying, winding,

whirling and coming down in a continuous shower. It frosts the window and hangs in a realistic way on the exposed wires. The correct placing of the fans can be managed only by experimenting and finding out just how to get the desired twirling current of air. In our window we were so successful that the snow was swept clear to the top of the window, giving the breeziest effect you ever saw. We used this first in the early Spring with a large sign over the window—"Remember This When the Weather is Warm." It produced business as well as breezes.

Toy Train a Business Producer

A toy window display with a moving train at Christmas time is one of the finest business producers you can have. These toys are all operated by a transformer from the lighting current and are safe for children to handle. Children beg for a train outfit. Most of these toys are for the boys, but this year an electric range, with six holes and an oven which bakes, and is over 12 inches high, can be furnished for the girls. Automobile races are most exciting. All members of the family take pleasure in these electric toys and the possibilities for a window display of this line to create more users and more enthusiastic users of electric current cannot be overlooked.

Change Windows Weekly

Windows should be changed at least once a week. Friday is the best day in the week for a new one to be placed. It is then ready for the Saturday crowds. Build up a business, through the help of window displays, on quality and service, at a price which is fair, and use the profit to create more and more attractive window displays.

ELECTRIC COOKING IN WESTERN CANADA

It has been claimed that the city of Winnipeg, Canada, has more electric ranges in use than any other city of the world of the same size. There are in Winnipeg about three thousand stoves of all sizes, and there are eight apartment blocks, containing from 8 to 38 apartments each, which are fully equipped with electric ranges.

Fort William has over four hundred ranges installed, Saskatoon two hundred and Edmonton one hundred. In the latter city there is also a bakery which uses electric heat. Calgary and Selkirk have each about fifty ranges, and the smaller towns in proportion.

The results which have been obtained in the introduction of electric cooking in these cities has been largely due to demonstrations which have been generally carried on. Winnipeg has been especially active in this connection, and the exhibits at the annual industrial expositions have had widespread results. The actual cooking and baking done by competent demonstrators upon such occasions has given the public a better idea of the possibilities of electric cooking than can be done verbally, and such demonstrations have always been well attended.

Merchant—"Have you collected that bill of Smith's?"

Collector—"Have I collected it? I called at the house and found that seven Smiths lived there. Six declared they owed nothing, and the seventh kicked me out of the house."

Merchant—"That's the one. Go back and get the money."

*From a paper by L. T. Milner, read before the Committee on New-Business Co-operation, Columbus.

Factors that Work for Success in the Retail Business

Important factors in achieving success in the retail business, with some interesting facts regarding each

BY JOHN KENNEDY

DID you ever stop to consider what would be the volume of your business if you never lost a customer? It is a high ideal to work for, but why should it not be possible, to a large extent at least? The store that could do this could truly be termed a successful store, and it is the study of what comprises a successful store that I wish to take up. The different factors that go to make a successful store might well be listed as follows:

Successful Store	{	System
		Service.
		Salesmanship
		Satisfaction

It will be noted that "S" is the first letter in all these factors, and in each case it can easily be turned into the dollar mark (\$) by using the rules (||) that work for highest efficiency in each case. I will elaborate on these.

Value and Necessity of System

System is a necessary part of every business. A store without system is like a ship without a compass. It is impossible to tell where it may be drifting. Unless you have a thorough insight into the factors that allow you to keep tab on progress, you are liable to hit a snag. System tells you, or at least you should have a system that will tell you:

1. Your volume of business—total sales.
2. Cost of every article.
3. Gross profit—cost of goods subtracted from selling price.
4. Expenses—everything, including dealer's own salary.
5. Net profit.
6. How much goods he has in stock, which should be ascertained by an inventory once a year or oftener. He should have a system of keeping tab on stock so as to prevent running out of any line of goods.

Having a system that does these things should certainly mean dollars to the dealer.

Good Service Backbone of Business

Service is the backbone of every business and covers a good deal of ground. If you promise delivery of goods for 10 o'clock and don't get them there till 12 o'clock, that is not service. Yet how frequently it is the case that this takes place. Delivery should not be promised unless there is a fair certainty of the promise being kept, and if some circumstance arises to prevent it being kept, the customer should be notified. If this policy is not followed, one cannot hope to make permanent customers.

There are many little services, such as opening the door for a customer who is coming in or going out—giving them a chair while waiting—selling stamps willingly—and so on, that don't cost you a cent, but get you dollars. And just here I would like to impress on you, in making change, not to drop the change on the counter, but place it in the customer's hand. Especially with women wearing gloves, it is difficult for

them to pick up change off the counter, and it is just as easy for you to place it in their hand.

Some Hints on Service

Display is also a part of service. For instance, if a customer comes in for soap, if that line is well displayed it helps her to do her purchasing. Most people come into the store with a definite purpose, and that is to buy goods. Make it easy for them to do so.

Answer the telephone quickly and efficiently. When the bell rings, bear in mind that there is a customer waiting at the other end, and answer as soon as possible. Don't waste time saying "Hello!" Give the name of the firm at once.

THE INTERVAL AFTER THE SALE

A good many clerks do not make the use they might of the interval between the making of a sale and the time the customer leaves the store. It is frequently possible in that period to do much to create in the mind of the patron a strong feeling of goodwill towards the store, while it is also an opportunity for the introduction of new goods.

The introduction of new merchandise should be done with the idea that you are taking advantage of a moment or two of a waiting period to show your customer something with which, perhaps, he or she is not familiar. Never be insistent about it; use your best manner, your politest and most gracious tones.

The customer will listen to you and will look at your goods if you bring them before them in the right way, and it is your duty to study out the right way for you to present the merchandise.

After completing a sale never walk away and leave a customer, unless it be to wait upon another who is there and needing attention. Then excuse yourself politely and tell your customer why you are leaving her.

Don't stop to chat socially with one customer after a sale is made if another is waiting for attention. When you leave your customers before they get their change or parcels, don't forget either. Be on hand to give it to them as soon as it is ready.

Never go to any of your fellow salespeople and talk and laugh over anything while your customer is waiting. This creates a bad impression and often customers think that they are being laughed at for some reason or other.

There are kindred lines to almost every line and it is possible for the clerk at this time to suggest other lines. The firm appreciates every sale that is made, and appreciates your efforts in making the sale, whether it is in your section or in some other.

Attention between the time of closing the sale and before the time the customer leaves the store very often means another sale. Get after it.

A Toronto man was fined \$10 and costs for failing to put a war tax stamp on a cheque, although he claimed it was an oversight that he had not put it on.

News From Western Canada

Chas. Roger, late of the Canadian Fairbanks-Morse Co., Ltd., has joined the staff of Mackenzie Bros., Ltd., hardware jobbers, Winnipeg, covering Manitoba and part of Saskatchewan.

The Winnipeg Industrial Bureau, in forwarding the "Citizens' Clean-up Campaign," sent out printed instructions for the guidance of merchants and owners of business premises asking co-operation to have the city cleaned up by the end of "Arbor Week," which closed on May 10.

WESTERN BUSINESS PROSPECTS GOOD.

Three recent western hardware visitors to Ontario were J. Walton Peart, of Peart Bros.' Hardware Co., Regina; J. T. S. Hutchinson, manager of the Saskatoon Hardware Co., Saskatoon, and Geo. Morrison, manager of the Moose Jaw Hardware Co., Moose Jaw. They report good business prospects for 1916 in Western Canada.

RETAIL MERCHANTS ASSOCIATION IN WEST

The Saskatchewan R. M. A. held their annual convention in the city hall, Regina, on May 9, 10 and 11. Among the important questions considered were: "How to meet mail order competition," "the handling of bankrupt stocks," "a produce clearing house," "the Bulk Sales Act," "pure food laws," "smuggling at border towns," "formation of a western board in connection with the association." Other questions of vital importance to the retail trade were taken up and discussed by men who are actually engaged in business and who know first hand all about the many problems with which the retailer has to contend.

MANITOBA R. M. A. CONVENTION.

A meeting of the Executive Committee to arrange for the general convention of the R. M. A. of Manitoba was held on May 1, in Winnipeg. This convention will be held in Winnipeg during the first week in June.

C. F. Rannard, president, and J. H. Curle, secretary of the Manitoba R. M. A., attended the Saskatchewan convention at Regina on May 9, 10, and 11, to get ideas helpful for their own association.

MOVE FOR TRUTHFUL ADVERTISING.

For the purpose of eliminating from newspapers advertisements which were highly exaggerated and untruthful, the Winnipeg branch of the Retail Merchants' Association invited the co-operation of the Local Advertising Club which is associated with the Advertising Clubs of America. (The motto of these clubs is "Truth.") Representatives of these two bodies met and discussed the situation with the advertising managers of the local newspapers. C. F. Rannard, president of the Manitoba Retail Merchants' Association, and a number of retail men took an active interest in the whole movement. The newspapers expressed willingness to give greater attention to copy being submitted to them for publication. Thus, as a result of this apparent united effort, there has been an improvement. As this work progresses, we believe advertisements will

become more and more dependable, the consumer will place a greater value upon the statements made in the press, and the newspapers which carry out this policy will not only have the moral support of reputable merchants, but will find increased business, which is a consideration with a newspaper as it is with others.

BUSINESS CHANGES

Alberta.

Barons—Hanson Hardware Co., dissolved. C. W. Hanson continues.

Edmonton—W. V. Stevenson, hardware, succeeded by Bowes & Werner.

Tees—Moore & Williams, hardware, commenced.

Saskatchewan.

Fleming—Dybes & Travis, hardware, dissolved. T. B. Dybes continues.

Ravenscraig—East End Hardware Co., succeeded by Dyneson & Kaulk.

Earl Grey—Cruikshank & McPhee, hardware, dissolved. A. B. Cruikshank continues.

Francis—John Diebolt, hardware, sold to F. W. James.

Marengo—C. H. & R. McLeod, hardware, sold to Johnson Kyle.

Carlton—Henry K. Wiebe, hardware, commenced.

Colgate—Mundy & Fox, hardware and furniture, dissolved. S. A. Fox continues.

Radville—C. S. Hill, hardware, sold to Peter Bros.

Manitoba.

Winnipeg—Tadman Hardware Co., Ltd., incorporated.

Newdale—Geo. D. Clarke, hardware, sold to F. D. Young.

Strathelair—Geo. Manson & Sons, hardware, sold to R. E. Barradell.

Carberry—L. Nash, hardware, succeeded by A. P. Macdonald.

Gladstone—McNair & Anderson, hardware and implements, registered.

Melita—N. W. Sterling, hardware, bought out Scott & Gibson.

Quebec.

Montreal—Deschamps & Kingsley, hardware, registered.

Montreal—Melrose Hardware, registered.

Montreal—Vianville Hardware, registered.

BRITISH INDUSTRIES FAIR FOR 1917

The Department of Trade and Commerce, Ottawa, is in receipt of a communication from the Canadian High Commissioner in London, inclosing the announcement that the Board of Trade have decided to hold the British Industries Fair in London next year (1917) from Monday, February 26, to Friday, March 9, inclusive. Having regard to the satisfactory results achieved by the two fairs already held, the Board of Trade propose to organize the 1917 fair on similar lines; participation in the fair will again, therefore, be confined to manufacturers, and admission, which will be by invitation of the board, will be restricted to wholesale buyers.

Canadian Trade News

Harold E. Copp, who retired from the Copp Stove Works, Fort William, Ont., about four years ago, owing to ill health, died at Beaconsfield, Eng., a month ago.

The second annual convention of the Electrical Dealers' and Contractors' Association of Ontario will be held at Massey Hall, Toronto, on June 6, 7 and 8.

Loyst H. Thompson, superintendent of the John Morrow Screw & Nut Co., Ltd., Ingersoll, Ont., was presented with a combination writing desk and book-case by the employes recently as a testimonial of his esteem.

The Goodyear Tire & Rubber Co. will erect a \$200,000 plant at New Toronto for the making of auto tires. About 300 men will be employed.

E. Patenaude, hardware and furniture dealer at Lan-easter, Ont., has sold his hardware business.

P. A. Gouin's wholesale hardware store at Three Rivers, Que., was damaged by fire recently.

The Dominion Cutlery Co., Ltd., Montreal, has been incorporated with a capital of \$100,000, to make and deal in cutlery.

Cassady & Martin are advertising their hardware store at Stratford for sale.

Wm. J. Chaplin, vice-president of the Welland Vale Mfg. Co., St. Catharines, died recently. He was born in Toronto, for a time lived in Montreal, but most of his life was spent in St. Catharines. He leaves two daughters, three brothers, and four sisters.

J. E. Clipsham & Sons, Ltd., Gravenhurst, Ont., have been incorporated with a capital of \$40,000, to take over the hardware and other business of J. E. Clipsham & Sons.

A. C. McCague, of McCague & Prentice, hardware dealers and grocers, Beeton, Ont., is dead.

The National Plumbing & Supply Co., Ltd., Toronto, has sold its business to the Empire Mfg. Co., Ltd.

The Ravenserag Hardware Co., at Ravenserag, Sask., have had their partnership registered.

A. W. Mooney, hardware dealer at Biggar, Sask., is adding general lines to his stock.

R. B. Wilkinson, hardware dealer at Airdrie, Alta., is opening a branch at Forestburg, Alta.

Brown, Fraser & Co., Ltd., Vancouver, B.C., has been incorporated with a capital of \$25,000, to carry on a general hardware business.

S. Hellekson is discontinuing his hardware business at Swift Current, Sask.

The Western Heating and Supply Co., Ltd., with L. A. Greene as manager, have taken over the business formerly conducted by O. J. Deegan & Co., 42 South Court street, at Port Arthur, Ont.

HARDWAREMAN IN KHAKI

E. F. Carter, son of W. J. Carter, hardware dealer at Picton, Ont., has resigned from the Sherwin-Williams staff to take command of a detachment of the 229th at Indian Head, Sask. Mr. Carter graduated from Wolseley Barracks, London, as captain. He is a crack rifle shot.

Flight-Lieutenant Edward Gurney Ryckman, of the Royal Flying Corps, a grandson of Edward Gurney, of the Gurney Foundry Co., Ltd., was killed in action recently in France.

STOVE MANUFACTURER HONORED.

Lt.-Col. Gartshore, of the McClary Mfg. Co., London, has been presented, on behalf of H. R. H. the Duke of Connaught by the Lieut.-Governor of Ontario with the insignia of the Order of the Hospital of St. John of Jerusalem for his work in behalf of Red Cross and St. John's Ambulance Corps work.

NEW REMINGTON ARMS REPRESENTATIVE

The Remington Arms Union Metallic Cartridge Co., Windsor, Ont., have placed Geo. H. Cashmore in charge of their Ontario and Quebec sales territory. He is a man descended from two generations of gunsmiths, and he ought to know something about guns and ammunition. Mr. Cashmore is a comparatively young man, and he brings to his new association a profound knowledge of his trade—at which he has actually worked. This will be invaluable to the many who will seek his advice. He is one of the most practical gun men and ammunition experts in Canada.

Mr. Cashmore's grandfather was the inventor of the double-action or self-cocking revolver for which the grandson still has the patent papers. The elder Cashmore's factory was in West Bromwich, England, where he made revolvers and rifles for P. Webley and several other British makers as well as for the British Army. The son of the eldest Mr. Cashmore (and the father of the young man in question) started to work in the West Bromwich factory at the age of twenty, where he learned his trade. He came to Canada in about 1885.

For two years the second Mr. Cashmore worked for W. Cooper in Toronto, but in 1887, he entered business for himself as gunsmith and gun dealer and was very successful in this enterprise. He remained in Toronto until 1904, when he left to establish a gunsmith business in Vancouver. This last venture has exceeded all expectations. Mr. Cashmore started to work for his father in Toronto in 1897, where he learned his trade, and a few years later took charge of the store. In 1901 he made his first gun, and it was such a good weapon that his father shoots it to-day. Mr. Cashmore sent to England for a pair of rough barrels and a machined body, and in his spare time at nights, he built his gun. The first year he used it, Mr. Cashmore won the championship of the Toronto Rod and Gun Club at Blue Rocks. The shoot extended over eleven weeks with a run of twenty birds each week.

At the time that Mr. Cashmore, senior, left for the Coast in 1904, he sold out to the Warren Sporting Goods Co., Toronto. Young Cashmore worked at the bench there for two years. He went from the Warren Company to Alexander Johnston, a gunsmith at Toronto. In 1910 he was taken into partnership by Mr. Johnston, where he remained until going with Remington UMC. Mr. Cashmore's activities in the sporting world will also be of interest both to sportsmen and to the trade. He assisted in managing the first Dominion tournament held in Toronto, the first tournament held by the Canadian Indians, and his tournament experience includes the handling of important shoots at Toronto, Hamilton, Brantford, Montreal, Montmorency, Quebec, and Niagara-on-the-Lake.

THIS is not a bad time for the hardwareman to do a little "spading" for the Spring tool trade.

DOMINION SHEET METAL CO. ENLARGING

Two additions, 20 ft. x 100 ft. and 40 ft. x 80 ft., are being made to the plant of the Dominion Sheet Metal Co., Ltd., manufacturers of "Premier" galvanized sheets, Hamilton, Ont. It is an interesting fact that while the sheet galvanizing plants of the United States have operated only on a 30 p.c. basis thus far in 1916, this new plant in Canada has done considerably better. Immense difficulties have been encountered; freight embargoes both inbound and outbound, shortage in natural gas fuel supply, extreme scarcity and high cost of labor, excessive prices of raw materials, all sufficient to discourage even an old established concern.

Undaunted by obstacles, this new organization has kept the plant in operation and has built up in the meantime a reputation for service as well as quality. This has necessitated unceasing efforts, and an employee has been kept on the go tracing raw material shipments, especially spelter from Missouri and Oklahoma points. In this connection it might be well to note that not a pound of Canadian prime western spelter can be purchased, notwithstanding press reports recently given out in connection with proposed spelter bounty arrangements. It is hoped that eventually the British Columbia product will be available.

The Dominion Sheet Metal Co. is sparing no expense to give Canadian buyers of galvanized sheets a steady supply at this time, when import shipment are negligible, and this has only been accomplished by high pressure work on the part of a thoroughly experienced staff and having largely provided in advance against present extraordinary conditions.

CLEAN-UP IN MONTREAL

The program for the clean-up week in Montreal commences on Sunday, May 14, with references to the campaign in the city churches. This day is called "Sermon Day." It is followed by: May 15, Fire Prevention Day; May 16, Front Yard Day; May 17, Back Yard Day; May 18, Sanitation Day; May 19, Paint Up Day; May 20, Children's Day.

In connection with the last day's effort, figures from last year indicate that as a result of the campaign the lives of 382 infants were saved. The program was organized by the City Improvement Campaign, which also offered \$1,250 in cash prizes for clean yards and well-conducted gardens throughout the summer.

REPORT BUSINESS GOOD

Bird & Son, whose roofing and wall board factory is located at Hamilton, report business prospects for 1916 as exceptionally good. Building operations and repairs, especially on the Western farms, have been more or less held up during the last two years, and now, with money flowing more freely again, and prosperity assured, extensive repairs and new buildings are being pushed rapidly.

Bird & Son are well posted as to actual conditions throughout the country, having branches in all important Canadian cities.

MONTREAL MANAGER JEFFERSON GLASS CO.

Mr. L. V. Webber, sales manager of the Metropolitan Engineering Co., Toronto, has been appointed Montreal manager of the Jefferson Glass Co., Toronto. The Montreal office and showroom are in the Royal Trust Building.

FROM HARDWARE TO FARMER

R. F. Witherspoon has disposed of his hardware business and store on Main Street, Galt, as well as his house on Brant Road, to Messrs. F. Simpson and J. Martin, of Hamilton, in exchange for two farms—one near Burford and the other near Dunnville. Messrs. Simpson and Martin will take possession of their new holdings at once and continue the business recently conducted by Mr. Witherspoon.

STRATFORD MFG. CO. BUSY

Owing to the fact that several of the staff of The Stratford Mfg. Co., Ltd., Stratford, Ont., have joined the colors recently, that company has had some little difficulty in making deliveries as promptly as they have been in the habit of doing. They hope to overcome this shortly, however, and are making efforts to catch up with a prompt filling of all orders.

HALIFAX TO SAVE DAYLIGHT

Halifax, N.S., has adopted the daylight saving scheme. It went into effect on May 1, and will continue till September 30.

INTERSTATE ELECTRIC APPOINT DISTRIBUTOR

The Interstate Electric Novelty Company of Canada, Ltd., Toronto, wish to make known to their various friends in the Province of Quebec and the city of Montreal particularly, that they have concluded arrangements with the Harland Engineering Co., of 102 St. Antoine St., Montreal, to handle their line of gold medal flashlights, radio batteries, radio lamps, and miscellaneous material on a distributing basis, and that the above-mentioned concern will at all times carry a most complete stock.

INGRAM & DAVEY'S ELECTRICAL DEPARTMENT

Ingram & Davey, Limited, St. Thomas, have now a competent man in charge of their electrical department, having secured the services of Brant Swackhammer, formerly head salesman in Murray-Kay's electrical department, Toronto. Mr. Swackhammer comes highly recommended, and will have complete charge of the second floor. The electricians will also be under his direction, and, being an electrician himself of many years' practical experience, he should prove to be a thoroughly competent salesman and one who knows the practical end when selling a bill of fixtures. He will also do all the estimating for wiring, etc.

HOW TO PUT ON WINDOW DEMONSTRATIONS

(Continued from page 22.)

included the "save a dollar" idea, by offering a certain appliance at a slightly lower price.

Ladies' Day could be devoted to showing the complete uses of the curling iron, vibrator, hair dryer, boudoir lamp, etc.

Men's Day could feature the shaving mug, shaving combination, including mirror with light, cigar lighter, pocket flashlight, etc.

Children's Day could be centred on electric toys, electric trains, batteries, motors, induction coils, etc., and at the finish of the demonstration two little boys from the neighborhood, who have been hired for the purpose, could pop corn electrically and distribute it free to their playmates.

IRON LABOR CONDITIONS IN U. S.

The Iron Trade Review says of the U. S. trade: "Labor conditions are overshadowing all features of the market. In spite of the violence which has prevailed in Pittsburg, the general situation throughout the country is not as alarming as it promised to be a few days ago. The actions of thousands of steel workers in the Pittsburg district in heroically defending plants of their employers when attacked by drink-crazed foreigners and others from distant plants, is highly gratifying, and it is confidently expected that labor conditions will steadily improve. Wage advances and numerous forms of rewards for efficiency are being freely granted. Pressure for delivery on all kinds of finished materials continues to be very strong, and numerous plants are in grave danger of being compelled to greatly curtail production or entirely suspend operations unless deliveries are more promptly made."

TO ENCOURAGE SHOOTING.

The Du Pont Co. has decided to hold another "Beginner's Day" Shoot. Clubs may hold their beginner's shoots any time during the month of June. The rules for this year's event are somewhat different from last year, in that a beginner is classed as anyone who has shot at less than 500 targets prior to May 1st. Permission to practice for the "Beginner's Day" program was thought advisable because it will tend to keep a prospect interested.

The event calls for 25 targets, and a sterling silver watch fob showing a shooter in shooting position will be donated to each club holding a Beginner's Shoot, and they in turn will give it to the man making the best score. A sterling silver spoon will be donated to

the club having five ladies participating, same to be awarded to the lady with the best score. Last year's records show that 6,784 men and 522 women participated in "Beginner's Day" shoots.

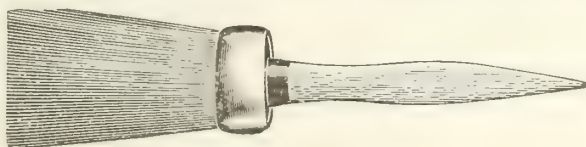
CLEANING VACUUM BOTTLES.

As vacuum bottles are used more, retail hardware men are asked frequently how to clean them. The Icy-Hot Bottle Co. has found practically two ways, one with shot and the other with some form of soda. The latter method is better, as not endangering the glass, but many hotel men clean vacuum carafes with shot. Caustic or washing soda is more cleansing or quicker than baking soda, but the latter will do. Whenever a vacuum bottle gives any odor at the mouth of the bottle, it should be cleaned. Hot water, soda and little clippings of clean paper will do the work, shaking from time to time for 15 minutes with the bottle corked.

Milk causes most of the uncleanness in a vacuum bottle, and bottles used for it should be cleaned often. Coffee with milk in it also is apt to leave a sediment. Soup will often leave an odor, calling for a cleaning. Beer gives off a peculiar smell that soda also removes. Water will deposit a fine mud after a time, if not filtered, and either shot or soda is the remedy. No other liquids seem to require any method of treatment.

BULK SALES ACT AGAIN DEFEATED.

Opposition by the Retail Merchants' Association has again caused the defeat of the Bulk Sales Act in the Ontario Legislature, because of the wording of the proposed legislation. W. D. McPherson again introduced the Act in the late session of the Legislature.



QUALITY

is always a pre-eminent feature in



"STEEL GRIP"

PAINT AND VARNISH

BRUSHES

THE BRISTLES CAN'T
COME OUT

The favorable reputation which they bear is due largely to this, and the advantage of the "Bristle Tight" feature adds considerably to their popularity.

They are guaranteed—this relieves the dealer of responsibility. He knows that every "Steel Grip" customer is bound to get satisfaction—and is therefore a safe line for the dealer to recommend.

PRACTICAL PAINTERS PREFER BOECKH'S

WRITE FOR PRICES, ETC.

The Boeckh Bros. Company, Ltd.

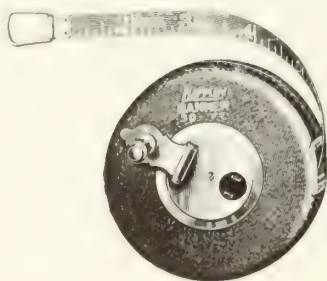
Toronto, Canada

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware Journal

The Lufkin Rule Co. of Canada, Ltd., Windsor, Ont., have just put on the market a popular-priced steel tape. In their "Banner." Steel tapes are much to be preferred to woven ones of any kind in the matter of accuracy and durability, and it is in an effort to put steel tapes into more common or general use by bringing the price within reach of people who have felt that in their work a woven tape only could be afforded, that the company have brought out this tape.

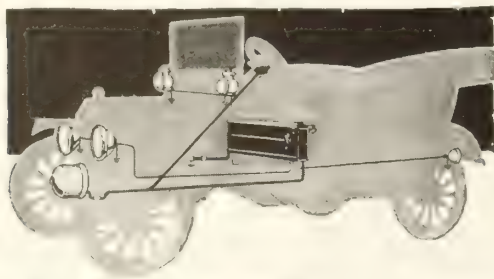
These "Banner" tapes are made in 25-ft., 50-ft., 75-ft. and 100-ft. lengths. The line is of regular first quality



steel $\frac{3}{8}$ in. in width, guaranteed accurate, and with their regular system of numbering graduations known as "instantaneous readings," with which all Lufkin tapes are provided, an improvement originated by this firm. The tape has a serviceable steel-lined case with flush folding winding handle opened by push button on opposite side. Trimmings are all nickelplated and the tape presents a neat appearance.

Quite a number of novel features are to be found in the new 12-volt starting and lighting system for Fords, which is being marketed by the Canadian Ever Ready Works, 263 Adelaide St. W., Toronto.

To begin with, the mounting of the outfit is in accord with the three-point suspension and other engineering



Installation of Ever Ready starter and lighting system, showing the position of battery and motor generator, which centres the weight.

features of the car itself. The motor-generator, being mounted in front and in direct line with the crankshaft and a specially constructed flat battery that is placed against the heel board of the front seat, makes sagging of the car impossible. The motor-generator fastens firmly to the front cross member of the car. A

specially designed flexible coupling is mounted in the back of the engine, the whole unit being housed in a heavy metal case, making it dust and waterproof.

The Eveready battery is claimed to be able to withstand heavy discharges and to be guaranteed against ruination by sulphation. Its peculiar shape and location on the car makes it easily get-at-able.

The control element of this outfit is also worthy of note. The switch is placed directly beneath the spark control lever and is so constructed that by simply shifting the spark lever to full retarded position the switch is closed. As soon as the engine starts and the spark lever is advanced, the dynamo begins automatically to charge the storage battery. The Eveready system consists of a motor-generator, the battery, lighting and starting switches and necessary wiring—everything except the lamps.

A new development in roofing material for homes is being shown by Bird & Son, who operate a large factory for roofing and wall boards at Hamilton. It consists of an asphalt-saturated felt base with crushed slate surface, and made twice the size of an ordinary shingle. It is claimed for the shingle that it is not only as handsome as slate, but it is economical as to cost, very durable, and resists fire; easy in application on account of uniform size.

The new shingle is being marketed in conjunction with the firm's Paroid roofing and Neponset wall board.

Manufacturers' Helps for Retailers

When writing to advertisers kindly mention the
Canadian Hardware Journal

Henry Disston & Sons, Inc., Toronto and Philadelphia, have gotten out a neat pamphlet entitled "Why a saw cuts." In the world of tools the saw is king, but few dealers know how a saw is made. Though a handsaw consists of but few parts, and its making appears to be a simple matter, yet this latter is far from the actual fact.

A full understanding and appreciation of the work involved in its manufacture can be gained only by a personal trip through the works, where, step by step, in gradual development from crude, raw material, changed and refined in fiery furnaces, transformed under monster rolls, shaped and formed by an army of expert mechanics of long experience, aided by a multitude of machines, there finally emerges a beautifully finished, efficient article of utility, its evolution bearing high tribute to the handiwork of man and creating a lasting impression.

So that some conception may be had and to obtain proper recognition of the true value of the saw, the principal operations are explained at length in a booklet entitled "How a Disston Handsaw is Made," and in a recent production, a finely-printed 12-page pamphlet, on "Why a Saw Cuts," this particular subject is specially illustrated and described demonstrating that the cutting action of a saw is based on scientific principles, bringing out new and astonishing facts which few ever before realized. Both these publications, well worth reading, will be sent free, on request.

Here is just what you
have been looking for.

The Merchant who would walk before he runs and wants a *trial trip* with

“China-Lac”

will find the following small assortment sell outright, start enquiries, increase demand, and if we are not mistaken, tone up the whole paint department for Spring business.

“China-Lac” Assortment No. 1

Name of Stain.	No. 1 Wine Qt.	No. 2 Wine Pt.	No. 3 Wine ½ Pt.	No. 4 Wine ¼ Pt.	No. 5
Natural	1	2	3	3	..
Light Oak	1	2	3	2	..
Golden Oak	1	2	3	3	..
Walnut	1	2	3	3	..
Cherry	2	3	3	..
Rosewood	1	2	2	..
Gloss Black	1	2	2	..
Flat Black	1	2	2	..
Ox Blood	1	2	2	..
Gloss White	1	2	2	..
Flat White	1	2	2	..
Ground	1	2	3	2	..
Green	1	2	2	..
Mahogany	1	2	3	2	..
Aluminum	3
Gold	3
	6	21	35	32	6

This assortment includes sufficient advertising matter to push these goods in your store and window.

If you prefer a larger assortment, order either No. 2 or No. 3. Full information about all of these will be sent on request.

Send your order in to-day and have the goods go forward at once.

BRANDRAM-HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

BUSINESS IN THE MARITIME PROVINCES.

Mr. W. S. Fisher, president of the Enterprise Foundry Company, Limited, Sackville, N.B., and a member of the wholesale hardware firm of Emerson & Fisher, St. John, was in Toronto recently en route to the West, where he will spend some weeks studying the business situation.

"Business conditions in the Maritime Provinces," he said, in reply to an enquiry, "are good. You know we in the Maritime Provinces are never disturbed by outside trade conditions to the extent you people in the West are. With our diversity of industries, there is usually activity somewhere. At no time since the war broke out have our industries been disturbed to any extent. The iron, steel and coal industries are thriving, and although a large export trade is being done in these, it would undoubtedly be larger but for the scarcity of tonnage. The lumber trade is also brisk, particularly on account of the demand from the United States, large quantities going forward to that country by rail. Another of our important industries which is flourishing is the fishing industry."

"What about the building of wooden ships? Isn't there quite a revival in the Maritime Provinces?"

"There is; but it is principally small vessels for the coasting trade, although some good three-mast schooners are also being constructed. But that which we are hoping for is the establishment of a steel ship-building industry. The scheme is already being promoted by some of our most influential men. Mr. Thomas Cantley, president of the Nova Scotia Steel & Coal Company, Limited, is taking an active part in the movement, and he recently, as you are aware, addressed a meeting of the manufacturers in Montreal on the subject. The plant, if the proposal goes through, will be located at either Sydney, Halifax, or St. John. The Maritime Provinces should be an ideal location for the establishment of such an industry, and now is the opportune time to get it going."

"How was the port trade this winter?"

"Good. Both in the number of steamers using the port and in the tonnage carried, the results were better than usual, in spite of the number of boats commandeered by the British Admiralty."

Mr. Fisher has not taken a business trip West for three years, he having surrendered that duty to two of his sons, but as both these are now at the Front, he has once again taken up the burden.

LAWN MOWERS IN AUSTRALIA,

While there is no separate classification showing the annual value of the imports of lawn mowers into Australia, recent investigation by the Canadian Department of Trade and Commerce has demonstrated that the trade is increasing to considerable proportions. The demand is not confined to any particular season, as the mowers are used all the year round. The principal orders, however, are placed in February and March to ensure the delivery of the bulk of the importations, at port of destination, in the early spring months of September and October.

The bulk of the cheap and moderately priced lawn mowers comes from the United States, whereas British manufacturers obtain considerable trade in more costly and larger mowers. The line is not made in the Commonwealth, and, up to now, the spasmodic efforts of Canadian manufacturers have not succeeded in placing a satisfactory range of mowers, at competitive prices, upon the Australian market. While Canadian farming machinery and implements maintain the premier posi-

tion in Australian imports, it appears an anomaly that manufacturers in the Dominion have not specialized in lawn mowers and other garden and orchard implements.

The fab. steamer cost and the sizes are considerably, but particulars of this for the 1916 season can be obtained by interested Canadian manufacturers on application to the Department of Trade and Commerce, Ottawa. (Refer File No. A-1953.)

HAY CARRIERS UP IN PRICE.

The discount from list on hay carrier goods has been reduced from 50 per cent. to 45 per cent. by the different manufacturers. The continued upward tendency in prices of all raw materials has made this necessary, and it is felt that a further advance will have to be made shortly.

ONTARIO LANTERN AND LAMP SPREADING OUT.

The Canadian Tungsten Lamp Co. and the Ontario Lantern & Lamp Co., Hamilton, Ont., have opened up a branch office at 166 King street west, Toronto, in charge of Wm. F. Kelly. This will be the district sales office for the Province of Ontario. Mr. Kelly has been with the company for nine years. He was Ontario representative for five years and then went West to open up a branch in Vancouver. He returned last year, and has now taken charge of this new Ontario office, the branch being opened in Toronto to be better able to serve their customers. A complete line of samples will be kept in the Toronto showrooms, and the trade is invited to call and see the lines whenever any dealers are in the city.

S. S. Bain, sales manager of the company, has resigned his position, and has gone to Montreal. Mr. Bain's father died recently and he is succeeding him in his business as a high class florist.

E. S. Cook has been appointed general sales manager in the stead of Mr. Bain, at Hamilton. Mr. Cook has been Ontario representative of the company for some time.

MORE RETAIL PRICE LISTS

Secretary Macpherson, of the Ontario Retail Hardware Association, has sent out to the members three new price lists covering steel wood screws (flat and round heads), and square head machine bolts. These lists are uniform in size with those already sent out and should prove valuable to all recipients. They are also proving one of the best services the Association has ever undertaken on behalf of the members.

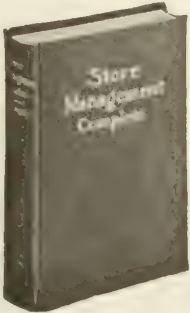
Mr. Macpherson also states that applications for membership in the O. R. H. & S. D. A. are being received steadily and that from present prospects a nice increase will be reported before the 1917 annual convention.

BOOSTING SALES OF GAS RANGES

The 1916 "Gas Range Week" was held during the "fortnight" commencing April 29, and ending May 13. The period of time was set apart to boost the sale of gas ranges. As this annual event is now an international affair, the results of sales throughout Canada and the United States are expected to run pretty high. Hardware dealers, who have not yet taken advantage of the national advertising done during this period, should arrange for next year's "gas week," and have some stove sales plans ready.

Store Management Complete

16 Full-Page
Illustrations



ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion Book to

Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY

What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

Absolutely New

Just Published

Commercial Press, Limited

**32 Colborne Street
Toronto, Ontario**

Builders' Supply and Hardware
Dealers can obtain their supply of

Creosote Shingle Stain

and

Black Liquid Mortar Color

from

MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the
Dominion. To dealers only.

MADE IN
CANADA

BOLTS

QUALITY
THAT PLEASES

We have a large stock of high-grade Carriage and Machine
Bolts, also Coach Screws, Rivets, Nuts and washers.

LONDON BOLT AND HINGE WORKS

London, Canada

The PARMENTER BULLOCH CO. Limited
GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,
Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

MULTIGRAPHING—We are now in position to supply any of
our clients with excellent multigraph work at lowest cost.
The Commercial Press, Limited, 32 Colborne St., Toronto. tf.

FOR SALE—HARDWARE, IMPLEMENT AND TINSMITH-
ING business in central British Columbia. Five to twelve
thousand dollars will handle. Good reasons for selling. Box
200, CANADIAN HARDWARE JOURNAL. MA

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire
Insurance Agents

**15½ Toronto Street
Toronto**

**52 Canada Life Building
Montreal**

THE CANADIAN HARDWARE JOURNAL

A BIG DOLLAR'S WORTH FOR THE HARDWARE DEALER

PIN A DOLLAR BILL TO YOUR LETTERHEAD AND MAIL TO

COMMERCIAL PRESS, LIMITED

::

32 COLBORNE STREET, TORONTO

Buy **SAWS** that will make you the most money. Write to the nearest address below. Ask for our proposition "C.H.J." A co-operative plan for increasing your Saw sales and profits.



We make the finest line of braces in the world.

Factory:
HAMILTON, ONT.

E. C. ATKINS & CO.
MAKERS OF STERLING SAWS

Vancouver Branch:
109 Powell Street

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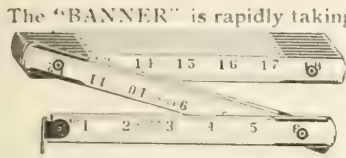
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LUFKIN**NEW STEEL TAPE
the "BANNER"**Sells at a Popular Price
Within reach of many users of Woven Tapes

The "BANNER" is rapidly taking its place with the familiarly known such as "Reliable," "Challenge" etc. It is an Accurate, First-quality Tape, with *Instantaneous* Readings, Metal-Lined Case, Push-Button, etc.

LUFKINbrands
etc.
Steel

Ask about our new
SPRING JOINT WOOD RULES
WITH FOLDING HOOK
will appeal to mechanics

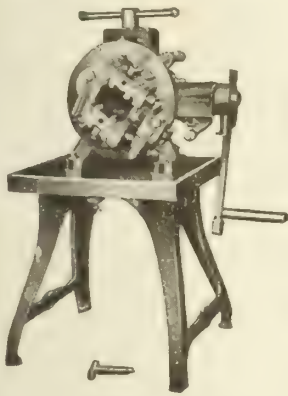
We are manufacturers also of complete lines of
Spring Joint Wood Rules
Boxwood Rules
and can give you the best service
and satisfaction

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



No. O.O. Hand or Power

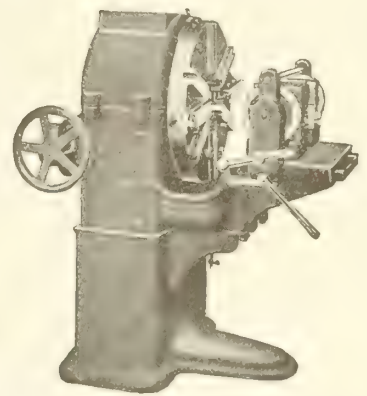


**ARMSTRONG
PIPE THREADING
AND CUTTING OFF MACHINES**
ARE PROFITABLE FOR FITTERS TO USE
PORTABLE STRONG LABOR SAVERS
MADE OF THE BEST MATERIAL

MANUFACTURED BY
THE ARMSTRONG M'F'G. CO.

333 KNOWLTON ST.
BRIDGEPORT - CONN.
CATALOGUE MAILED UPON REQUEST

No. 3. Power On'y



**RED
S
BRAND
WINDOW
GLASS**



**GLASS
BENDERS
TO
THE
TRADE**

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

TORONTO



Step Ladders, Ladder
Chairs, Lace Curtain
Stretchers, Ironing
Boards, Tub Stands,
Folding Beds, Chairs,
Tables for Camps, Per-
forated Chair Sets.

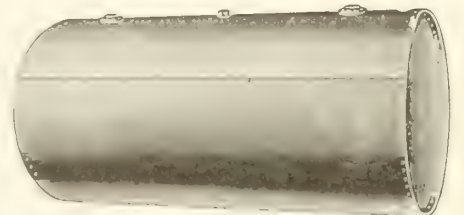
You will save money by
learning our prices before
placing your Order.

Otterville Mfg. Co., Limited
Otterville, Ont.

GASOLINE TANKS AND PUMPS

Riveted by experts
and tested under
air pressure.

**EVERY ONE
GUARANTEED**



Complete outfits for under ground storage, including
pump and fittings, from \$20 upwards.

WRITE FOR No. 25 CATALOGUE

The Steel Trough & Machine Co., Limited
TWEED ONTARIO

The BIG HIT of the season

GURNEY-OXFORD PRINCE

Here is Stove Value Never Seen Before

You can now buy this splendidly built, fully guaranteed, cast iron Range from the factory or our dealers on a 100 days' approval, freight paid to any point as far west as Ft. William, for the new low price of

\$25⁷⁵

This may sound a very low price for a stove of the admitted superior Gurney-Oxford make. So it is, but the value is there. The Prince at \$25⁷⁵ is a real bargain. It is the wonder of the stove world. It is possible only through improved methods and enormous production.

Built for Years of Service

At a time when the price of a stove is so high, it is not surprising that many people are looking for a stove that will last for years. The Gurney-Oxford Prince is built for years of service. It is made of the best materials and is built to last. It is a stove that will give you years of service and satisfaction.

Gurney-Oxford have to go out and it has been tested and measured up to the rigid Gurney-Oxford standards. We know our range will give a stove good for more than a thousand meals. Many times a year for many years and the Gurney-Oxford range demands that you get only that kind of stove.

The Gurney-Oxford "Prince" at \$25.75

Our new range is wonderful and it is a page of our new illustrated catalogue is filled with splendid new ranges. Also, it tells all about stove buying. It is a very important matter so we want you to send today for a copy free. It is a splendid guide to stove buying with new low prices and full descriptions of all our stoves, parts, etc.

What the "Prince" Gives You

By buying the "Prince" you get a stove that is built to last. It is a stove that will give you years of service and satisfaction. It is a stove that is built for years of service.



Gurney's New, Low Factory-set Prices

Gurney Quality All Through

At a time when the price of a stove is so high, it is not surprising that many people are looking for a stove that will last for years. The Gurney-Oxford Prince is built for years of service. It is made of the best materials and is built to last. It is a stove that will give you years of service and satisfaction.



Send for this

GURNEY-FOUNDRY CO., LIMITED,
ALSO AT MONTREAL, HAMILTON, WINNIPEG, CALGARY, EDMONTON, VANCOUVER

This Free Book

Tells how and why the great Gurney Foundry Co.'s fixes new low factory prices on all Gurney-Oxford Stoves, etc. It is a splendid guide to stove buying. Send for it today. Use the coupon.

CLIP OUT THIS COUPON FILL IT IN AND MAIL IT TO US TO-DAY
Gurney Foundry Co. Limited

Dear Sirs: Please send, without obligation of any kind to me, a copy of your new catalogue, "The Stove Problem Solved," containing new low prices, and pictures of all Gurney-Oxford Stoves, ranges, oil stoves, etc. YOUR 100 DAY APPROVAL SELLING PLAN.

Name _____
Address _____

TORONTO, ONT.
Dept. 000, 476-534 West King St.
CALGARY, EDMONTON, VANCOUVER

OUR big 1916 advertising campaign is bringing rousing business to Gurney Oxford dealers, and amongst all the reports we get we find

Retail Price west of Fort William, \$28.65
F. O. B. Winnipeg

The Gurney-Oxford Prince at \$25.75

to be the decided hit of the whole campaign. We are certainly proud of this value and we KNOW you can get quick, easy sales for this well-built, 410-lb. Range if you show it on your floor. The retail price is \$25.75, freight paid east of Fort William.

Have you seen particulars of our history-making 1916 sales and advertising proposition? Get in while the going's good.

THE GURNEY-FOUNDRY COMPANY, LIMITED

476-534 West King Street, Toronto

ALSO AT MONTREAL, HAMILTON, WINNIPEG, CALGARY, VANCOUVER.

CANADIAN HARDWARE JOURNAL

Circulates
in every
Canadian
Province

Covers the
Stove and Heating
Metal Working
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne St., Toronto

Who also Publish: The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Clay-Worker, Motoring, Electrical Dealer and Contractor, The Canadian Nurse

Vol. 8

TORONTO, JUNE, 1916

No. 6

Quick Hot Water at a Big Saving of Gas

ONE MINUTE AFTER THE

Stack Gas Water Heater

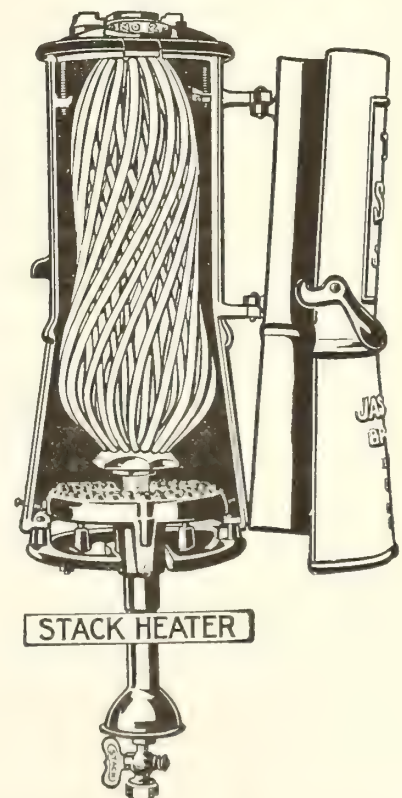
IS LIT IT GIVES HOT WATER
AT THE TAP

This is actually the most durable and long-lived Copper Coil Gas Water Heater made—it is the easiest and quickest to instal.

Costs but little more than the ordinary heater, but the extra cost is quickly covered by the savings effected.

EASILY SOLD

BIG PROFIT



James Morrison Brass Mfg. Company, Limited

93-97 Adelaide Street West, Toronto

“Cells” and “Sells”

Consider these facts before you decide to change your advertising policy:

When a firm advertises a brand of merchandise it thereby pre-empt's certain brain cells in the minds of a certain number of people.

Those cells, in each brain, store away the arguments in favor of that brand; and become factors in inducing their owner to purchase the advertised, branded merchandise.

Now, along comes War, with all its unsettling of business, all its disturbance of trade; and the manufacturer, faced with the apparent advisability of saving money, begins to consider whether advertising is one of the features on which he can retrench.

But let him cease advertising—and soon, very soon, the public will begin to waver and drift away to other brands. Stop the appeal to those brain cells and soon, very soon, the cells will forswear their allegiance and become acquired by other manufacturers who make a fresh appeal to them.

The brain of every human being is in constant process of change. The cells are shifting, shifting all the time. Ordinarily, by steady, persistent advertising, the manufacturer of a sound article is not only holding the brain cells his goods have won, but is surely, steadily adding to the number of his acquired cells—surely, steadily increasing his hold on the public mind.

Let him stop the advertising and the process of cell capture not only closes, but the cells he has been at such pains to win over, will become lost to him—perhaps forever.

Even a War scarcely excuses the unsound business policy which permits such a catastrophe. Even in war-time it behooves every manufacturer to keep his advertising at full pressure and build for the future.

Taylor-Forbes

Serviceable Barn Hardware

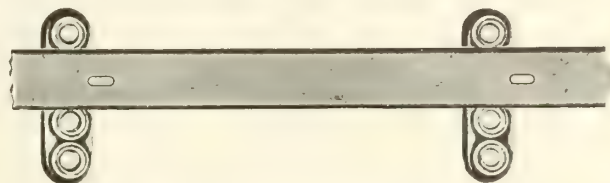


Front View

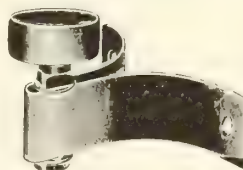


Back View

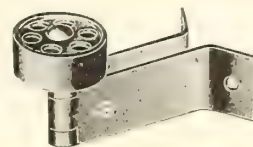
"Milo" Roller-bearing Barn Door Hangers.
Flexible and easy running.



Our Steel Barn Door Track, $1\frac{1}{4} \times \frac{3}{16}$ in.
Suitable for Milo Barn Door Hangers.



No. 82 Adjustable.



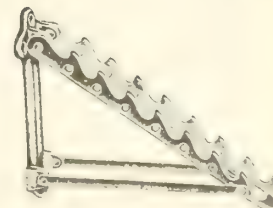
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Goods that create steady customers are the best goods to stock. The working principles of Taylor-Forbes specialties are sound and practical, giving the user even more good service than he expects or pays for. Our plant is equipped with machinery of the most modern type, and we are adding new and profitable lines from time to time. If you have not a copy of our catalog write for one.

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H. G. Rogers, 147 Prince William Street
St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
Guelph, Ont.

Taylor-Forbes Co., Ltd. 1070 Homer St.
Vancouver.
H. F. Moulden & Son, Travelers Building
Winnipeg.

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PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.

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For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

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Sale for Them*

Manufactured solely by

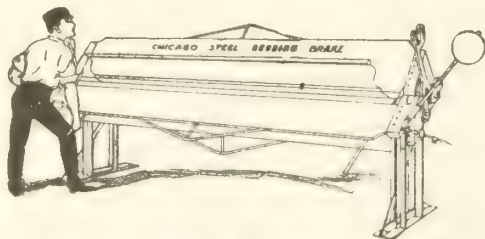
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WIRE NAILS

IN STEEL HOOP KEG

WIRE BALE TIES

for baling hay and many other things.

Fence and Poultry Netting Staples

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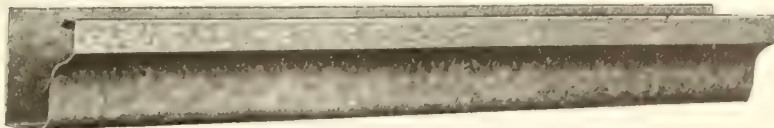
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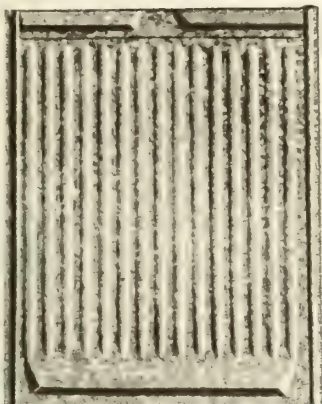
Now is the time to
push these lines strong



PEDLAR'S

"George" Shingles

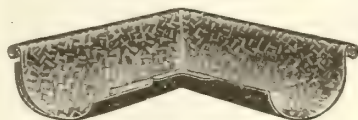
Open up a big field to the aggressive hardware dealer particularly now in the early Summer months. Buildings everywhere are being roofed with Pedlar's "George" and "Oshawa" Shingles. Only metal shingle that locks on all four sides and has a nailing flange covered entirely from the weather. A single order means a worthwhile profit. Write to-day.



Pedlar's Eavestrough and Conductor Pipe

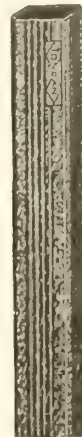
Spring and Spring rains soon show up the bad spots in Eavestroughs and pipes. Most people are preparing now for Summer storms with repairs and complete renewals that will withstand wear and weather with unusual sturdiness. Pedlar's Eavestrough and Conductor Pipe offers you a line preferred by the trade as well as the customer. For Pedlar Trough and Pipe ensure economy and saving for the user and a satisfied trade for the dealer.

Furnished in a large variety of gauges in galvanized steel or anti-corrosive **Pedlar**. Pedlar's Slip Joint Eavestrough with mitred corner pieces, are easily and quickly put together without tools or solder.



Prepare for a good demand for these lines this Summer by getting your stock in and on display as early as possible.

Write now for Circular No. 1014 J H.



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The Season is Here



The "Lightning" is the most efficient and most durable Freezer on the market.

The pails are bound with electric welded wire hoops that cannot come off. Cans are of heavy tin plate with drawn steel bottoms.

Automatic Iron Scrapers.

Made in 9 sizes, fitted with crank. 1, 2, 3, 4, 6, 8, 10, 12, 14, quarts. Two sizes, 14 and 20 quart, fitted with fly wheel.

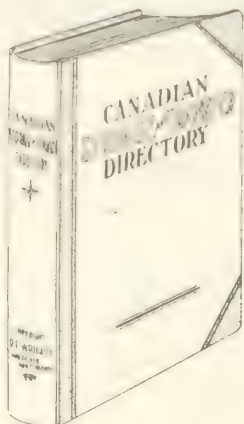
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A Directory of the Warehousing and Cartage firms in Canada, the United States and Great Britain, showing all storage and distributing facilities, also manufacturers and importers of merchandise suitable for warehousing.

STORAGE RATE GUIDE

CANADIAN CUSTOMS REGULATIONS

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Chapter I.—Using the Windows—The General Principles of Display. Some specific instances. Some combination window display offers.

Chapter II.—One Idea Window Displays—Advising against trying to show all the goods at once.

Chapter III.—Window Display Profits—How to make windows actually produce direct sales.

Chapter IV.—Showing the Goods—No matter what the class of merchandise, sales are increased if it is attractively displayed.

Chapter V.—Window Displays that Cost Nothing—Some special windows described and illustrated.

Chapter VI.—The Use of Window Fixtures—Displays can be made much more attractive with modern fixtures.

Chapter VII.—Let the Money in Through Your Windows—Making a success of a paint department through attractive displays.

Chapter VIII.—Keeping Frost from Windows—Suggestions on this important subject from several sources.

Chapter IX.—A Few Suggestions for Easy Displays—These can be arranged with but little expense.

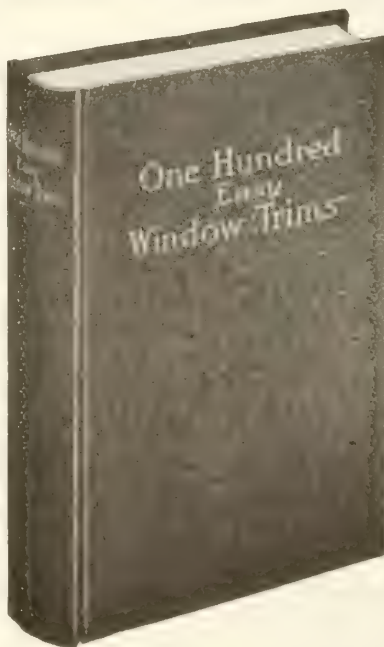
Chapter X.—Window Card Pointers—Some good suggestions in the making of show cards and the correct colors to use.

Chapter XI.—Show Window Photographs—How to take good pictures, avoid reflection and get proper contrast.

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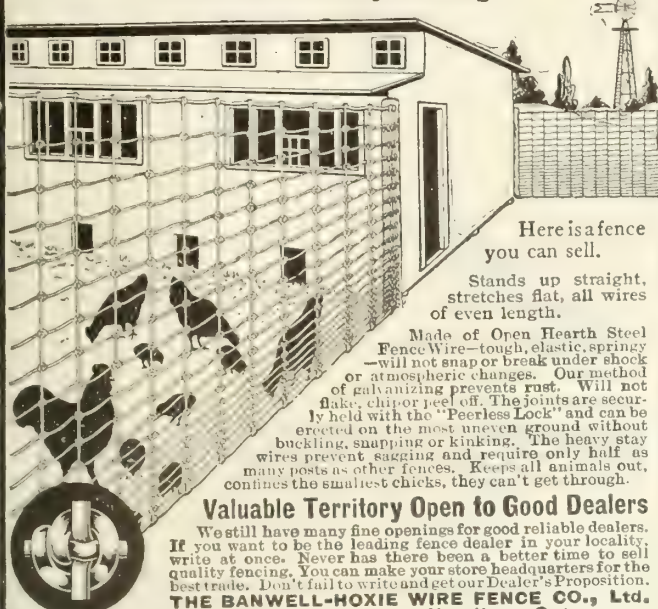
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*Mr. Dealer: Here's Your Chance to Make
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Here is a fence
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Stands up straight,
stretches flat, all wires
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Made of Open Hearth Steel
Fence Wire—tough, elastic, springy
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We still have many fine openings for good reliable dealers.
If you want to be the leading fence dealer in your locality,
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quality fencing. You can make your store headquarters for the
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Galvanized Steel Sheets

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Equals a year of Service and Satisfaction.
We started up just a year ago, and with
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Made in All Sizes

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Meakins & Sons, Limited
HAMILTON, ONTARIO

Warehouses: Toronto, London, Winnipeg
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"Quality that Pays Big Profits"





"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

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PHILADELPHIA, PA.

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An important change has recently been made in the Nos. 18 and 19 Knuckle Joint Block Planes.

This change consists of a new and patented form of lever or cap, which, being made entirely of steel, is practically indestructible. This new Knuckle Joint permits of great leverage, consequently the lever can be placed in position or removed with very little effort—a great improvement over the old form of Knuckle Joint lever. When clamped in place it will hold the cutter firmly to its seat, and, being securely locked on the lever screw, will not move when the cutter is being adjusted.

The small cut at the left shows in detail the construction of this new style lever.

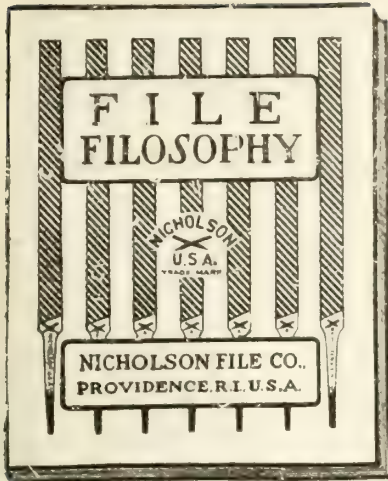
No. 18, 6 in. long, $1\frac{5}{8}$ in. Cutter, Nickel Trim-
mings, wgt. $1\frac{1}{2}$ lbs., list, each - - \$1.30

No. 19, 7 in. long, $1\frac{5}{8}$ in. Cutter, Nickel Trim-
mings, wgt. $1\frac{5}{8}$ lbs., list, each - - \$1.40

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STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.



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We want to put into the hands of every reader of Canadian Hardware Journal a copy of this little booklet. It is worth reading because it emphasizes the up-to-date manufacturer's appreciation of files, and the part files have in developing efficient shop practice.

We have spent many years educating manufacturers, shop superintendents and workmen that it is wasteful to use a file when it has reached its "inefficient point." The result has been a wonderful increase in the demand for the Famous Five files.

**Kearney & Foot, Great Western,
American, Arcade, Globe**

(Made in Canada)

Dealers who have been selling the Famous Five have had remarkable demand for their full lines, so much so that they sell 90% of the files sold in Canada to-day.

NICHOLSON FILE COMPANY, (Jobbers Everywhere) Port Hope, Ont.

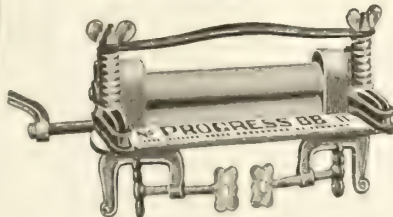
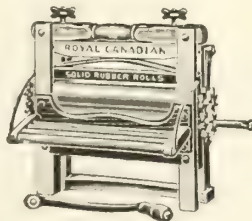
No Woman

will hesitate to pay the price asked for a **Washing Machine** or **Clothes Wringer**.

If you show her the **Easy Running, Perfect Working Qualities** and **Reasonable Prices**, she's sold.



Electric Power



Water Power

Cummer-Dowswell Limited, Hamilton, Ont.

Make a machine to fit every purse



Make Him Stop!

It's easy enough if you use the right signal—a Bowser "Sentry" Gasolene Pump on your curb. Gasolene makes the car go—it also makes it stop, and the motorist knows that when he gets gasolene from a

BOWSER
ESTABLISHED 1885

OUTFIT, IT IS

clean, filtered and full-strength

Don't stand in the door-way and see the free-speeding automobile trade shoot by in a cloud of dust, only to stop at the other fellow's door. He not only sells them gasolene, but he gets their business in all the other departments of the trade.

Make them stop with a "Bowser" Gasolene Supply Station—and then sell them everything else they need for their cars.

Get them going and coming—we'll help you.

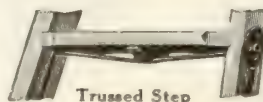
The average owner of a Bowser "Red Sentry" Curb Pump turns his gasolene stock over about 50 times per year. On how many other lines that you carry, can you do this?

S. F. Bowser & Co., Inc.

Fort Wayne, Indiana

*Sales Offices in all centres and
Representatives everywhere*

—wide steps and top
steps strongly trussed



Trussed Step

Giving it a Maximum
of
Strength and Security

The "Hercules" Step Ladder

Has another exclusive patent feature of much merit in the "Boyer's Faultless Lock," which positively eliminates all danger of the ladder closing while in use.

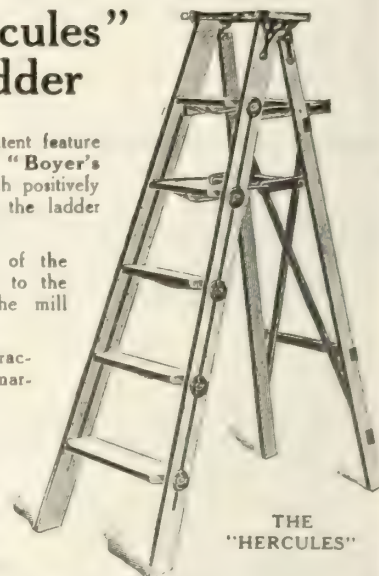
The absolute safety of the Hercules recommends it to the housewife as well as the mill owner or electrician.

This is one of the most attractive, easiest sellers on the market.

A trial is convincing.

**The Stratford
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THE
"HERCULES"

Australia and New Zealand

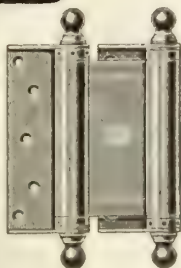
A well-established representative house having its head office in Sydney, New South Wales, with branches in Melbourne, Victoria, and Wellington, New Zealand, and covering the whole of Australasia at regular intervals with its representatives, is desirous of relations with Manufacturers in this country in all lines except soft goods. - Buying Agency preferred. Cash against documents here on London or at Port of shipment when practicable. Correspondence in first instance to "AUSTRALIA," c/o Box No. 922, G.P.O., Sydney, New South Wales, whence cable correspondence will issue.

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WANT ADS. HARDWARE
JOURNAL"

ONLY

BOMMER

Double Acting SPRING BUTT HINGES

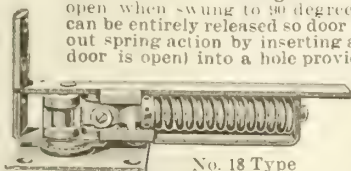


have the weight-supporting bearings correctly located to liberate the action of the springs, reducing breakage and increasing spring power, preventing unequal wear of the barrels, and giving practically unlimited durability.

Bommer Floor Surface Spring Hinge Has Release and Holdback Features and Ball Bearing and Alignment Device

Suitable for either double-acting or single-acting doors

The most durable hinge of its type, holds the door open when swung to 90 degrees. The spring-action can be entirely released so door will swing free, without spring action by inserting a wire nail (when the door is open) into a hole provided in the side plates.



No. 18 Type

The spring-action can be restored by withdrawing the nail.

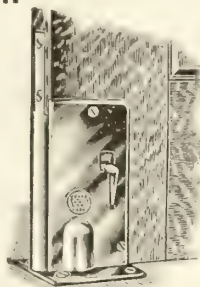
Bommer Bros., Manufacturers, Brooklyn, N.Y.

Canadian Representative, Alex. Thurber, 290 St. Paul St.W., Montreal

CHICAGO SPRING BUTTS

DISTINCTION

The Chicago "Relax" Spring Hinge



has distinctive features which impress your customers and create the demand.

The spring action release allows the door to be placed open at any desired position and automatically re-engages when the door is closed.

Chicago Spring Butt Company.

CHICAGO



NEW YORK

Send for Catalogue S29

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ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
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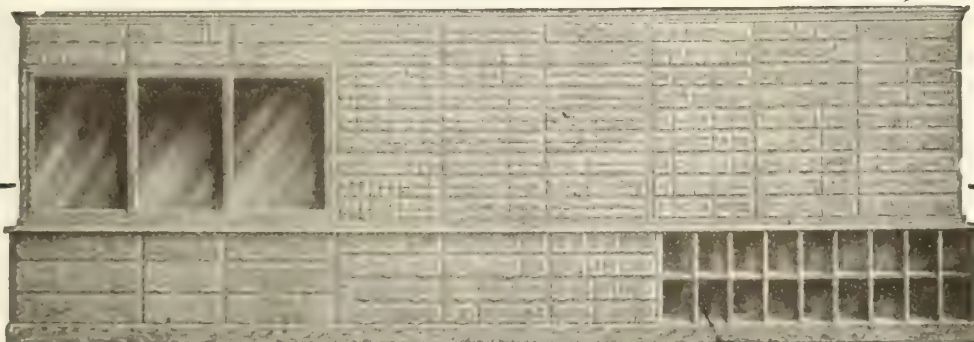


Special Grand Prize
GOLD MEDAL
Atlanta, 1895

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G. & H. BARNETT COMPANY, Philadelphia, Pa.

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ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service. Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same. Send for illustrated catalogue, it will interest you.

CAMERON AND CAMPBELL, TORONTO

SECOND Great Beginners' Shoots Take Place in June

THESE stirring events last year secured six to eight thousand new shooters for trapshooting. This year's shoots will more than double this number.

Every Club is Boosting Them

We are co-operating with these organizations and arousing keen support for the events by advertising them in the large circulation dailies, magazines and sporting publications.



Instructing the
Beginner at the Traps

TO AROUSE ENTHUSIASM OF CLUB MEMBERS

and induce clubs to secure a large attendance of beginners, we offer two silver cups (see cut) to the two clubs in each state and province having the largest number of beginners participating in Beginners' Shoots. The beginner making the winning score receives the sterling silver watch fob, and the woman making the winning score in the Special Event gets the sterling silver spoon.

Boost for Beginners' Shoots

Our traveling force is awakening interest in The Beginners' Shoots all over the country to the benefit of dealers,—the sales value of this movement is a pertinent one to you. Every beginner is a prospective customer for your stock of shells, guns, targets, hand traps and other sporting goods. Give it your strongest support,—make a window display of guns, shells and beginners' supplies. Advertise your store as trapshooting headquarters.

E. I. DU PONT DE NEMOURS & CO.

Powder Makers Since 1802
Wilmington, Delaware

RENT A DU PONT HAND TRAP

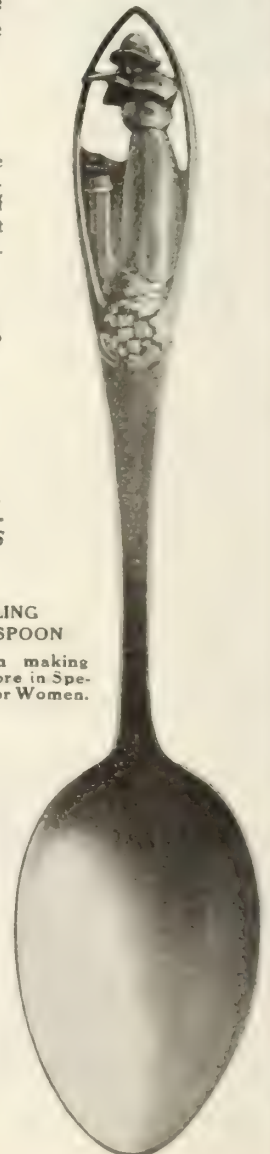
to beginners for practice before entering the club shoots.
Encourage by your hearty co-operation the first trial of trapshooting.
BOOST BEGINNERS' SHOOTS



STERLING
SILVER
WATCH FOB
Actual Size



SILVER CUPS
9 and 7 inches high,
respectively, given to
the two clubs in States
and Provinces having
greatest number of be-
ginners contesting in
the Beginners' Shoots.



STERLING
SILVER SPOON
For Woman making
Winning Score in Spe-
cial Event for Women.

CANADIAN HARDWARE JOURNAL

Published
the first week of each
month by

The Commercial Press, Limited
32 Colborne Street, Toronto
(Next King Edward Hotel)

Subscription Rate:
Canada and Great Britain
\$1.00 per year.
United States
\$1.50 per year.

VOLUME EIGHT

TORONTO, JUNE, 1916

NUMBER SIX

Attitude of Retailers Toward Canadian-Made Hardware

Those who have made any effort to increase business in products of home factories have experienced satisfactory results, gains of 10 to 25 per cent. being recorded. Seventy-five to 80 per cent. of stock of Canadian production. Some criticisms regarding prices and quality and suggestions regarding packing, shipping and invoices.

By W. L. EDMONDS

THAT retail hardwaremen are on the whole in sympathy with the made-in-Canada campaign inaugurated shortly after the outbreak of the war, there can be no doubt. Many of them have in private and in public criticised the methods or the products of certain Canadian manufacturers. But that was not born of antipathy towards Canadian-made goods. These criticisms felt, rightly or wrongly, that some of the goods being put upon the market were not in either quality, price or method of marketing, equal to those imported. That in the main was the basis of their criticisms. With a view to obtaining a widespread and definite opinion on the subject of made-in-Canada goods, a letter, with a form enclosed for reply, was sent by Canadian Hardware Journal to a number of retail hardwaremen in each of the provinces of the Dominion, asking for information on certain specific points in regard to the subject. A glance at the accompanying panel although much reduced in size, will enable those who did not get a copy (for the list of retailers was selected haphazard) to see it.

While all to whom the letter and form were sent did not reply, yet a good percentage did. In fact the percentage was larger than expected.

Percentage of Canadian Hardware in Stores

One of the significant features in connection with the reply to the first question, namely, "What, roughly

THE QUESTIONS ASKED

1. What, roughly estimating, do you consider your stock of Canadian-made goods to the total carried?
2. Have your sales of Canadian-made goods increased since war broke out? If so, to what extent?
3. Do you find that your customers are asking for Canadian-made goods to a greater extent than before?
4. Have you made any special effort to push Canadian-made goods, either in the way of window displays or advertising? If so, how?
5. What, in your opinion, should Canadian manufacturers do to increase the sale of their products?
6. Do our manufacturers do sufficient advertising?
7. Are there any suggestions you would make to manufacturers regarding:
 - (a) Quality of their goods?
 - (b) Packing their goods?
 - (c) Shipment of goods?
 - (d) Invoicing goods?

Kindly add any other remarks on the subject of Canadian-made goods.

estimating, do you consider your stock of Canadian-made goods to the total carried?" was the unanimity of the estimates, the proportion running from 75 to 80 per cent. As there are few lines of business which carry a larger percentage of imported goods than that appertaining to the hardware trade, it is certainly gratifying to find that three-fourths or more of the goods carried in the average hardware store of the country is the product of our home factories. It should be noted that one firm, located in Calgary, placed its stock of Canadian-made goods at 90

per cent. of the whole. This, however, was an extreme case.

Increase in Sales

As to the second question: "Have your sales of Canadian-made goods increased since war broke out?" the replies were not so unanimous. Most of them reporting increases estimated the gain at 10 to 25 per cent. A dealer in a town north of Toronto, in which a strong Canadian spirit has always been manifested, has nearly doubled his sales of home-made hardware lines since the war broke out.

A few retailers reported they had not experienced any appreciable improvement in the demand for goods of home production. One dealer in Nova Scotia says his sales of Canadian-made goods had only increased on lines which he was now, owing to the war, unable to import.

One rather significant feature in connection with the

replies is that the dealers who had experienced no appreciable proportionable gain in their sales of Canadian goods were those who reported that they had made no special effort, either in the way of advertising or window displays, to stimulate business in this direction. On the other hand, those who had made special efforts were those who reported a larger share of business in products of the home factories.

Incidentally these experiences show the importance window displays and advertising play in the development of business. True, the increase which dealers have experienced since the war broke out in the demand for Canadian-made goods has been influenced to some extent by the sentiment which has developed in their favor. But the fact that those who have not experienced an improvement in the demand were invariably, as far as the records go, those who had refrained from making any effort to take advantage of the sentiment in favor of Canadian-made goods. As one retailer remarked, "The will to buy is here if people are educated to do so."

Canadian Hardware Growing in Favor

A thing of particular interest to manufacturers was the fact, as pointed out by retailers, that there was greater insistence on the part of retailers' customers for Canadian-made goods. And, furthermore, that there was less criticism heard regarding the quality of same.

Manufacturers Should Advertise

In reply to the question: "What, in your opinion should Canadian manufacturers do to increase the sale of their products?" there was a diversity of opinions. Most of them were of the opinion that they should advertise more, only one being of the opinion that they advertised sufficiently. A few were of the opinion that while some manufacturers gave fair attention to the advertising of certain lines, they did not give sufficient attention in this respect to others.

Complaints Regarding Prices

But the principal criticism of the manufacturers was in regard to prices. More than one-half of them were critical upon this point. Here are a few samples which show fairly well the nature of their complaints in this respect:

A Nova Scotia dealer: "Give the retailer and consumer a portion of the benefit received by them from the high tariff protection."

A Winnipeg dealer: "Reduce the price at least 7½ per cent. and see that retailers get the benefit."

A Port Arthur dealer: "Keep their prices right, and at least within 5 per cent. of what the retailer can buy at on the outside market. On account of their action in regard to prices, manufacturers are doing themselves harm and creating an uneasy feeling among their customers."

A large dealer in an eastern Ontario town: "Sell goods on their merits, and not fix the prices by combines so that they will cost in Canada just about the price of the imported article with freight and duty added, many lines taking a duty, with the war tax, of from 37½ to 42½ per cent."

A dealer in a town suburban to Toronto: "We have and do push Canadian-made goods in most instances, but find that quite a number of manufacturers take an advantage by advancing the price as soon as the goods are going fairly well. In some instances the advances

might have been necessary, but in others they were not, at any rate the extent to which they were advanced."

Cost of Raw Material in Relation to Selling Prices

To what extent prices have been unduly advanced, the writer cannot of course say. It would be necessary to know the cost of production in each and every instance to decide upon that point. No doubt in certain instances advances were unduly made. But, on the other hand, the fact cannot be overlooked that both material and labor are costing a great deal more than they formerly did. In the former increases of one to two hundred per cent. are not at all uncommon. Steel, for example is from 125 to 165 per cent. higher than a year ago.

We are not drawing attention to these abnormal advances in raw material in order to justify undue advances in the finished product, but for the purpose of drawing attention to the fact that in the face of these conditions extensive advances in the price of the latter could not be avoided. This explanation does not of course apply to instances in which certain manufacturers may have taken advantage of both freight and tariff to the uttermost farthing when determining the selling price of their product. But here again a further modifying factor comes in, which is not always taken into consideration, and that is the relation of the duty on the finished product to that on the raw material imported, that on the latter being often so high that the margin of protection on the former is relatively small. For example, if the duty on the raw material is, say, 20 per cent., and that on the finished article 30 per cent, the net percentage of protection is only 10 per cent.

Criticisms Regarding Quality

While, as already pointed out, the consensus of opinion among the hardware trade is to the effect that Canadian-made goods are improving in quality and that fewer complaints are heard on this point from retailers' customers, yet in some of the replies, criticisms are recorded to which it is only right attention should be drawn. The following are some of these criticisms:

"Make as good or better goods as those imported."

"Canadian goods as a rule are well made, but lack that important item and selling point of good finish. I can always sell American or English goods with less talk, as they are usually well finished and sell themselves."

"They might improve on the finish."

"More attention to finish and detail."

"Keep up the quality and no price cutting."

"In small hardware and brass goods there is room for improvement."

A Satisfied Retailer

On the other hand there is a dealer in Calgary who has no complaint to make on the score of quality. "We have found," he says, "the quality and everything in connection with Canadian-made goods to be equal to those of foreign manufacture."

Unsatisfactory Catalogues

"A large percentage of the manufacturers in Canada," says one large dealer in Alberta, "do not get out satisfactory catalogues, not being fully descriptive of the goods sold."

"Another point in which we think they are making a mistake," says this same dealer, is in putting their business in the hands of manufacturers' agents instead of sending direct representatives from the factory. You

(Continued on Page 28)

Theory and Practice in Warm Air Heating

Equipment used to furnish humidity and methods for determining relative and absolute degrees described.

By HEATING ENGINEER, in Metal Worker

Closely connected with the subject of warm-air heating is that of humidity.

Lack of proper moisture in the air causes irritation of the membrane lining of the nose and throat, and also increases evaporation from the body, which makes it necessary to carry higher room temperatures to offset the cooling effect thus produced. Furthermore, the effect of too dry an atmosphere upon furniture and interior finish may be the cause of considerable damage in many cases. On the other hand, too much moisture is likely to produce a feeling of enervation, and may also cause damage to furniture and finish through excessive swelling of the wood. The statement that furnace heat is a dry heat has no foundation, except indirectly, as will be explained later. The application of heat neither adds nor removes moisture from the air, and the effect of a furnace is no different in this respect than other systems of heating.

Before going further into the subject let us consider briefly the principles involved in humidity control.

While the amount of moisture contained in a given space is independent of the presence of air, and depends entirely upon the temperature, it is more convenient in ventilating work to consider the moisture as contained in the air itself, rather than in the space which it occupies.

As previously stated, the maximum quantity of moisture which a cubic foot of air will hold depends upon the temperature, and varies with it.

If a portion of moist air be confined in a closed chamber and gradually cooled, the temperature at which moisture begins to form upon the interior surfaces of the chamber is called the dew point. In other words, it is the temperature of saturation for a given weight or proportion of moisture. The absolute humidity is the actual weight of moisture present, and is usually expressed in grains per cubic foot of air. The relative humidity, at any given temperature, is the ra-

tio of the weight of contained moisture to that which the air is capable of holding when fully saturated. For example, a cubic foot of saturated air at a temperature of 30 deg. contains 1.9 grains of moisture, while at 70 deg. it will hold 8 grains. Saturated air at the lower temperature has

$$\frac{1.9}{8} \text{ a relative humidity of } = 1; \text{ that}$$

is, it is the same as the absolute humidity. If now, the air be heated to 70 deg. without adding moisture, the absolute humidity remains the same while the relative

$$\frac{1.9}{8} \text{ humidity falls to } = 0.238 \text{ or}$$

23.8 per cent. The normal humidity of the outside air in the northeastern portion of the United States commonly ranges from 40 to 80 per cent. While the standard for occupied rooms varies from 60 to 70 per cent., this is likely to cause moisture to gather upon the outside walls and windows in cold weather, hence in practice it is not best to exceed from 50 to 55 per cent. on this account.

The dryness of air attributed to furnace heating is due to the fall in relative humidity, caused by heating, without adding moisture, as shown by the above example, where the relative humidity falls from 100 to 23.8 per cent. in raising the temperature of the air from 30 to 70 degrees. The effect is practically the same in a steam or water-heated house, the only difference being that the air enters through a basement duct and is heated in the furnace, in the first case; while in the second, it leaks in around doors and windows and is heated by the radiators in the rooms.

Measuring Humidity

Humidity in the air is measured by means of a pair of thermometers and a hygrometric chart, or by an in-

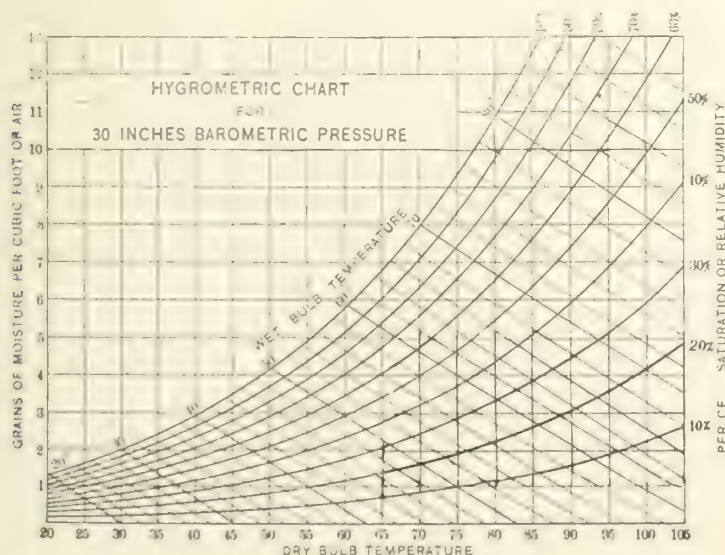


FIG. 1—HYGROMETRIC CHART

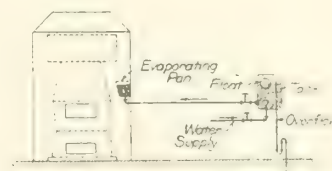


FIG. 2—AUTOMATIC HUMIDIFIER



FIG. 3—COKE FILTER HUMIDIFIER

strument in which these are combined, called a hygrometer. In using thermometers for this purpose one indicates the normal temperature of the air while the other, the bulb of which is kept constantly wet by means of a piece of wicking or other device, indicates a lower temperature, due to the evaporation which takes place from its surface. It is evident that the lower the humidity the more rapid the evaporation from the wet bulb and the greater the difference in the readings of the two thermometers.

Relative Humidity

The hygrometric chart, Fig. 1, is from "Power, Heating and Ventilation," by C. L. Hubbard, and serves to illustrate the use of the wet and dry-bulb thermometers for this purpose. Example, the wet and dry-bulb readings in a given room are 60 and 75 deg. respectively, what are the relative and absolute humidities? Solution: Follow up the line for a dry-bulb temperature of 75 deg. until it intersects the oblique line for wet-bulb temperature of 60 deg. This in the present case falls very nearly on the curve for 40 per cent. relative humidity, or more nearly 42 per cent. Following from the point of intersection to the left, the absolute humidity is found to be 3.9 grains of moisture per cubic foot. When the point of intersection falls between the curves of saturation the distance must be estimated when making the readings.

The amount of water required for properly moistening the air for any given set of conditions may be found as follows: Example, the outside air has a temperature of 30 deg. and a relative humidity of 60 per cent. It is desired to maintain an inside temperature of 70 deg. and a relative humidity of 50 per cent. Under these conditions how many cubic feet of air will be moistened by 1 gal. of water.

Solution: Referring to the chart, we find 1 cu. ft. of air at 30 deg. contains 1.9 grains of moisture when saturated (see curve of 100 per cent. relative humidity), and at 70 deg. 8 grains. Therefore, under the conditions of the problem, the outside air will contain $1.9 \times 0.6 = 1.14$ grains, and the inside air $8 \times 0.5 = 4$ grains per cubic foot. This evidently calls for the addition of $4 - 1.14 = 2.86$ grains per cubic foot of air admitted. One gallon of water weighs approximately $8.3 \times 7000 = 58,100$ grains. Hence this will

58,000

be sufficient to moisten ———

2.86

$= 20,000$ cu. ft. of air, in round numbers.

This based on the assumption that all of the air supplied to the room enters through the register, is cooled to the room temperature (70 deg.), and passes outward at this temperature either by leakage or through special flues provided for this purpose.

Having shown the necessity for the supply of moisture to the air, the methods employed for measuring the humidity, and the approximate amount required, let us now consider some of the ways available for securing the desired results. The simplest is by use of the water or evaporating pan which is furnished with the best makes of furnace. The chief trouble with this is its small size for the comparatively large amount of water which must be evaporated to secure satisfactory results. To make this device most effective it should be placed high enough to secure plenty of heat from the fire-pot, and be connected so as to operate automatically. An arrangement of this kind is shown in Fig. 2 and consists of a small tank and ball-cock, set so as to maintain a constant water level in

the evaporating pan at all times. The tank is provided with an overflow and trap to avoid damage in case the ball cock should fail to close for any reason and more water be supplied than could be evaporated. Another method of imparting moisture to the incoming air is shown in Fig. 3, and consists of a coke filter, over which water trickles in small streams, being furnished through small holes drilled in the supply pipe. In this case it is necessary to gauge the water as nearly as possible to that required. The filter is placed in a duct leading from the furnace, and the moisture is taken up by evaporation. Any water not evaporated falls to a pan at the bottom of the duct and drains to the sewer through a pipe provided for the purpose.

Location of Coke Humidifier

This arrangement is sometimes placed in the cold-air duct between the inlet window and the furnace. The objection to this is danger of freezing in cold weather and the slow evaporation at low temperatures. Another method, especially adapted to larger plants is the spraying of water under pressure into the warm-air duct just beyond the furnace. This can be done by means of an atomizer if the pressure in the main is 15 lb. per square inch, and the amount discharged may be regulated to meet the requirements.

In plants of this kind it is best to make the humidity regulation automatic by means of a humidistat placed in the room and arranged to control the spray as required. In the case of dwelling houses it is rather difficult to supply the full amount of moisture required in the coldest weather, when the temperature range through which the air is raised is large, and about the best that can be done is to provide as large an evaporating pan as can be placed in the furnace casing without obstructing the air flow, and keeping it supplied with water, preferably by the method shown in Fig. 2. Complicated devices of any kind are not desirable in dwelling house heating, and should only be employed in cases where a competent person is available for keeping them in working order.

LETTING THE PUBLIC KNOW

In order to let the people know that we do slate roofing, gravel roofing, tin roofing, put up metal ceilings, make galvanized iron cornices, skylights and finials, awnings, make and hang gutters and conductor pipe, build tanks, cisterns, rainproof smoke stacks and heavy sheet iron work and breechings, says a Southern dealer, we use such space in the newspapers as our business will justify us in carrying. We also make some specialty of hot-air-furnace work, and this has enabled us to do the sheet metal work in connection with blower systems of heating and ventilation. We make personal calls on architects and builders and direct them to work which we have done and depend on our record with our customers to bring us business. Sometimes we distribute something in the novelty line like lead pencils and paper weights. The paper weights we find leaves a lasting impression, as they are convenient in the offices of most contractors, architects and others for whom we do work. On these we have our name, business address and telephone number. Through a small expenditure, we thus secure an advertisement which is likely to do us service for several years, and we can trace some little business to the fact that when something in our line has been needed, our name on the paper weight has brought us the opportunity to bid for the business.

Money in Metal Ceilings for the Hardwareman

Good profits and quick turnovers. Possibilities for sales next to limitless. Some timely suggestions for getting business.

Specially written for Canadian Hardware Journal by G. G. C.

THERE is a very profitable line of business, properly affiliated with the hardware and tinsmithing trades, but which a large section of these trades seem slow in looking after. This line is the metal ceiling and wall business.

There are, of course, a great many shops whose owners have taken hold of this line, and in consequence have a nice, steady business, but generally speaking, the line is not receiving the attention it deserves from the Canadian trade. The following information is therefore given for the benefit of hardwaremen and tinsmiths who are out for business and willing to take on a sound, money-making line.

A Profitable Line

The manufacturers' price list generally allows the dealer a 20 per cent. discount, so the man who simply sells the material (without erecting it) nets a profit of 25 per cent. on his cost price. For a line not carried in stock this is a very fair margin on a quick turnover.

For the man who employs tinsmiths and who can therefore contract for complete ceilings erected in place, the profits are particularly attractive. In addition to his profit on the material he can easily make from 50 to 100 per cent. on the labor erecting, the exact amount depending on the proficiency of his men and the price he is able to obtain for different jobs.

The material comes from the factory with a priming coat only, and the great bulk of jobs are repainted immediately after erecting. This, therefore, opens an avenue for the sale of paint.

A Good Thing for Bad Weather Jobs

Another good feature is that metal ceilings and walls are inside work, and therefore very convenient to turn tinsmiths at in bad weather. Many shops make a practice as far as possible of keeping a ceiling job or two ahead so as to avoid bringing the men into the shop and putting them on stock work, which in most cases amounts to little better than a time-killer.

In some quarters there seems to be an impression that metal ceilings and walls are a complicated line, difficult to understand and sell. Whatever foundation for this may have existed years ago, certainly does not exist now, as present day designs, catalogues and methods of pricing have removed all trace of complications. A new plan of pricing recently adopted by some of our progressive Canadian makers is particularly commendable, as by its use the figuring of prices is greatly simplified and expedited.

Possibilities for Business

The possibilities for sales are next to limitless. New buildings are going up or old ones being repaired almost continuously, and each one offers prospects of business. Stores and schools are specially good marks, also kitchens and bath-rooms in houses, where the sanitary and permanency features are excellent talking points. This material is entirely suitable for other rooms in houses also, but for the rooms mentioned it has special advantages which, if well presented, will generally result in business.

The many features and talking points of metal ceil-

ings and walls can be found in the manufacturers' literature, so it is needless to recount them here. The dealer, however, should familiarize himself with these points so as to be able to talk intelligently and convincingly to prospective customers.

Catalogues and Literature

To properly look after this business, the dealer should first secure a catalogue, price list, and a few samples, which latter should be displayed with suitable cards as mentioned later. He should also request from the manufacturer some small leaflets or booklets which he can leave on his counter or hand to prospects. He should keep in touch with buildings being erected or proposed and suggest the use of metal ceilings or walls to the owner or architect.

He should take note whenever he sees a cracked plaster ceiling and see that the owner gets a booklet, following it up later with a chat on the subject. If fire guts the interior of a store he should be promptly "on the job" with his catalogue and price list.

Suggested Sign Cards

Sign cards should be displayed in the window or about the store with suitable wording, such as:—

"We are headquarters for Metal Ceilings."

"When your plaster cracks ask us about Metal Ceilings."

"Metal Ceilings rid you of paperhangers' mess."

"Have a look at the Metal Ceiling in Cameron's grocery,—we put it there," etc., etc.

With a little attention the hardwareman or tinsmith can soon have a steady trade in this line, working in nicely with other branches of his business, and adding a comfortable sum to the right side of the year's balance sheet.

R. M. A. DOMINION BOARD WILL MEET IN JULY

E. M. Trowern, Dominion Secretary of the Retail Merchants' Association, states that the annual meeting of the Dominion Board will be held in Winnipeg the latter part of July. The exact dates of the meeting are to be announced later.

DAYLIGHT SAVING LAW

In addition to Germany and Austria, Holland and France have now adopted the Daylight Saving Law. In Great Britain the law would have gone into effect in 1915 except for the war. It is now being introduced into the British House of Commons again, and no doubt will go through without a hitch.

Halifax, St. John, Winnipeg, Regina and Calgary, the leading cities in their respective provinces, have adopted the new time. Numerous other smaller centres have likewise put it into effect. The question is being taken up in Vancouver and Toronto, and no doubt the outcome will be satisfactory. Very little confusion has arisen in consequence of the innovation, and it should not be long before Canada as a whole adopts it. This would get over the difficulty in the transcontinental trains, which is not very much of a difficulty after all.



M. PHILLIPS, The Hardware Man.

Making a Hardware Business Grow

How Toronto dealer spread out his trade—Growing pains in the store—Little stunts that brought customers—Making grist come to the store's mill.

FROM an 8 by 20 store a little more than three years ago, to one enlarged to 18 by 60 to-day, is quite a record for any dealer, yet that is what M. Phillips has done with his Toronto hardware business at 686 Bloor Street West, during a period provocative of anything but trade expansion.

He is a man with ideas, too, as instance the rumpus he recently created with the T. Eaton Co. over the sale of some of their cheap, "pure white lead" paint, and the way in which he puts on some of his sales stunts.

Mr. Phillips was born in New York, and was brought to Toronto when six years old, in 1884, by his parents. His schooling was obtained in Toronto, and he went back to New York in 1892, where he spent most of his time. His trading instinct led him to enter the house furnishing business, and twenty years ago he connected himself with the Empire House Furnishing Co. in the U. S. metropolis, leaving that concern after a thorough training to manage the house furnishing department of the I. H. Simpson store in New York.

The itch to get into business for himself led him to cast about for a place, and believing there were possibilities in Toronto, he determined to pull up stakes and go there, even though he must start in a small way. How he came to manage the change is well told by himself. His mother happened to be visiting friends in Toronto at the time, and passing along Bloor street saw a sign in a real estate store, stating that part of the premises were "to let" for business purposes. She entered the store, rented the place, paid a deposit and wired for her son, camping (almost) on the doorstep until he came up two days afterward.

Mr. Phillips took the store and in characteristic fashion hired a carpenter to make the shelving while he ordered a small hardware stock, and was ready for business in twenty-four hours. Since then the store has been growing.

In three months' time he crowded out the real estate firm altogether, knocked down the partition and had a store with a double window front. Two years later he had the space taken up with a stairway leading from the street to the rooms above thrown into the store, and he knocked down the rear wall, and had the living rooms behind made part of the store. Besides this he has the cellar and part of the floors above occupied with stock.

Bringing Grist to the Mill

His energy has led Mr. Phillips to branch out in directions that he finds helpful as feeders to his business. Besides general hardware, oils, paints and glass he has a plumbing and tinsmithing department, and while he knows nothing about these departments personally, he collects his commission on all work done. He has arranged also with a garage nearby to do auto repairing on his order.

Last year the real estate business was none too good

and he acted as agent for property owners in his vicinity, putting "to let" signs in a number of windows bearing the legend that "M. Phillips, the hardware man" was the agent to see. He thus gets some local advertising besides the agents' fee. He took coal orders during the winter, collecting a commission on all business he placed, and he says any line that brings a profit, however small, or any business that will bring a person into his store is well worth while cultivating.

His business cards have his picture and the line, "M. Phillips, the Hardware Man." Every parcel going out of the store has a printed sticker with his slogan attached. And he makes use of manufacturers' literature by inserting some one leaflet in every purchase leaving the store.

At seasonable times he puts out and has circulated in the neighborhood, dodgers, drawing attention to some particular line that is suitable just then. Usually the manufacturer of the line is glad to print these for him. A paint circular letter sent out last spring almost doubled his paint sales in one week as compared with the previous one. Mr. Phillips says he believes in having his own name and slogan on as many articles as possible, and in putting some of these things out as leaders. To do this he has of course, to buy in large quantities.

One such leader—perhaps his first—was toilet paper. When he first opened his store he took advantage of the "Friday bargain" custom of putting out on Friday morning a clothes basket at the door filled with rolls of toilet paper and marked "6 for 25c." Grocers and other dealers in the neighborhood were selling the line 4 for 25c. He sold hundreds of rolls the first Friday, and incidentally other things, as well as getting some good publicity.

Trying to Make the Other Fellow Help

The next week the thing was repeated, but Mr. Phillips found that the merchants in the vicinity were sending their clerks and the neighborhood boys to buy his paper at six for a quarter and selling it in their own store at four for a quarter. To offset this he asked the paper maker to fill an order for him, printing his name and slogan on the wrapper, and thus have the other dealers circulate his advertising. The maker said an order of a hundred cases would have to be placed before he could consent, and Mr. Phillips placed the order. He is now selling the paper as a leader at seven for a quarter, making more profit out of it than before, has cut out the business of his competitors in this line, and has added new customers to his list.

He is doing something similar with other lines that sell at a low price, as he finds that a weekly bargain leader is a decidedly good thing. Mr. Phillips is entering, and intends to push, chinaware as an important side line. By buying right he believes he can sell at a reasonable price to get some at least, of the business

that now goes to the big stores downtown. He holds the idea that hardware dealers in Canada and the United States are and should be the merchants who handle and sell all house furnishings, and that china and glass wares are as much a house furnishing line as are tinware, granite ware and enamelware.

In paints, and in other departments he strives to bring forward the seasonable lines at the most oppor-

tune time for sales, and in this way to push for business in the direction of least resistance, and when customers' minds are partly made up for wanting particular goods.

Mr. Phillips is a neighborhood man and in conjunction with other merchants in the vicinity, closes his store on Wednesday afternoons during the summer months.

Pushing the Sales of Farm Trade Goods

FARMING WITH DYNAMITE

A Western farmer needed a ditch nearly two-thirds of a mile long. He dreaded the heavy work of digging it and the new method of blasting ditches having been brought to his attention, he decided to try it. His experience was that the first 50 feet he tried was a failure because he placed the charges too deep. A good many people imagine that the tendency of dynamite is downward and therefore to get a hole in the ground three feet deep, the charges should be put down only 18 or 20 inches. This is a mistake. But the farmer gained through his experience and reclaimed with his ditch about 14 acres of fertile bottom land in 17 days with dynamite, that he said could not be done by ten men in six months.

If dynamite is so successful on the farm, hardware dealers should be the men to sell this new farming implement.

PUMPING EQUIPMENT FOR THE FARM TRADE

An abundant supply of pure, fresh water is one of the first things a man must provide for in going onto a new farm, therefore the occupation of well drilling is of much benefit, and the country hardware dealer who can tell the farmer something about pumps can make for himself many friends who should eventually be good customers.

Owing to the fact that no two wells are exactly the same in pumping capacity, height to which water will rise, strong points, etc., it is necessary that the pumping equipment for different wells should be different and therefore the dealer and his driller should be posted on the different systems of pumping equipment. Aside from the extra money that can be made by installing the pumping outfit in all wells the dealer should take an interest in seeing that the pumping plants are so installed that they will give the wells a chance to show up at their best.

Years ago when all wells were dug wells, the wooden pump and the well sweep were used almost exclusively, but since the introduction of drilled wells and sanitary appliances, the iron pump has replaced to a great extent the picturesque old oaken bucket. The pump standard to be satisfactory should be of sufficient strength and correctly proportioned so as to stand rigidly when fastened to the platform.

The cylinder is probably the most important part of the whole pump equipment. It is the business end of the outfit, all other parts of pump equipment being assembled and arranged with a view toward making its operation as perfect as possible. Pump cylinders are of three general types, cast iron, brass lined and brass body with iron caps. All brass caps are very seldom called for as they are no better than the iron caps and cost very much more. The cast iron shell is the cheapest and will prove very satisfactory if the water

does not have to be elevated over 15 or 20 feet. If the well exceeds this depth a brass lined shell makes a good strong cylinder and is very satisfactory if well made.

It is recommended that the cylinder be placed as near to the water as possible, or preferably in the water and with not very much pipe below the cylinder. One reason for placing the cylinder so that it will always be below the water is there will never be any necessity for "priming the pump," and the efficiency of the pump will be greater as the cylinder at each stroke will be entirely filled and this is something very hard to accomplish where the cylinder is filled by suction.

On a deep well a cylinder with a long stroke is recommended. A column of water 150 feet or more in height exerts a great pressure on the plunger. It is therefore necessary to operate the plunger slowly in order to give the water column time to start without shock. Therefore by using a long stroke cylinder the water column is brought to a stop less frequently than in a short cylinder.

Before placing a cylinder in a well it should be taken apart and examined to see that all parts are in working order and that no obstructions are present to interfere with their proper action. A little time spent in this inspection may prevent the necessity of having to remove the pump equipment after it is installed.

In examining a cylinder see that the leathers are securely fastened in the plunger and that they fit snug against the cylinder shell. Examine the poppet valve in plunger to see that it seats properly and works freely and also inspect the lower or check valve. If all parts are in good order they can be replaced, the caps screwed onto the shell and the cylinder is ready for the well.

The cylinder is the business end of the pump equipment but it also is of great importance to select the right kind of a pump head or standard.

HOW ABOUT SELLING TENTS?

The selling of tents should be a good proposition for dealers in large centres, or in localities where holidaying or hunting is indulged in. Boys particularly like getting under canvas. Some good "tent talk" could be made up for window or interior cards and for advertising purposes, such as this:

Few articles delight the average boy's heart more than a tent.

A tent appeals to him in a special manner.

A tent brings to his youthful mind visions of soldiers, indians and explorers.

A tent is a great source of health to him: it keeps him out in the open air.

A tent best suited for the purpose is one which, though simple in design, will stand the wear and tear of a healthy boy's activities.

Business Methods that Make for More Sales

Auto owners on the mailing list of a Minnesota retail hardware dealer profited by a plan he evolved to give first comers the advantage of an early buy he had made on tires, before prices advanced. For nearly a month, the opportunity was open for owners to get in on the ground floor. In sending out his letter the dealer took occasion to advertise other accessory lines that he carries. He suggested in a closing paragraph that he had a line of automobile repairs worth looking at and a nice automobile cylinder oil to show at a low price.

TAKE ADVANTAGE OF INTEREST IN SHOOTING

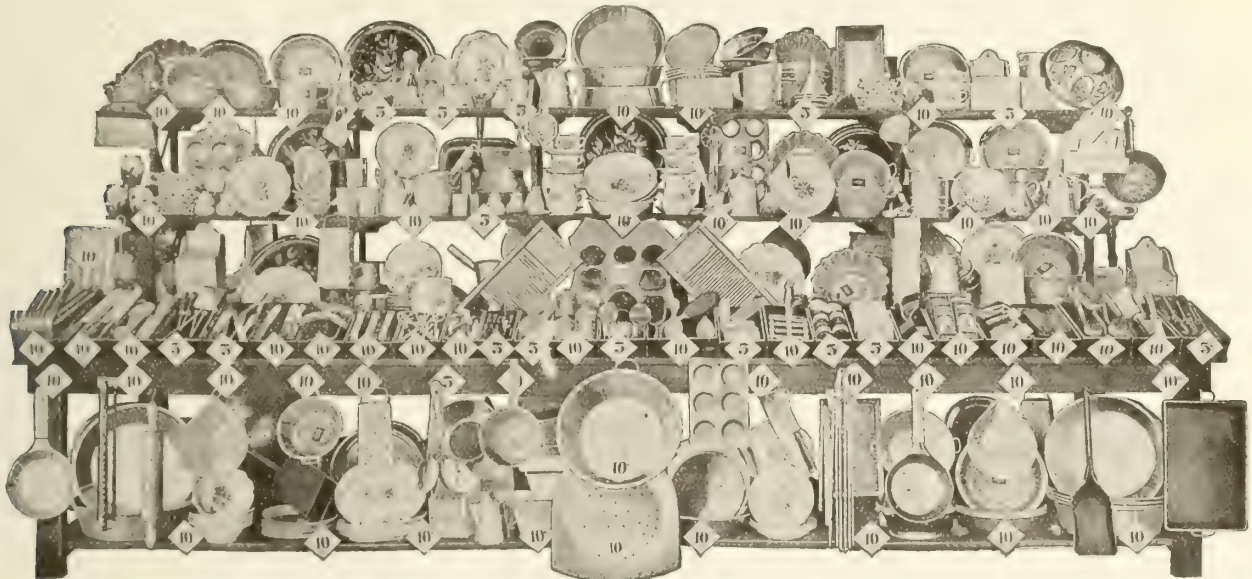
With the enlisting campaign still going on and with the mind of every man in the country dwelling on the prospects of war, it is not to be wondered at that there has developed such a genuine revival of interest in shooting. Rifle shooting has come into its own, and revolver shooting would become more popular were the restrictions surrounding the purchase of a hand arm removed.

The opening of shooting galleries in the larger centres should show hardware dealers the way to push

First, test the "hang" of the saw. Hold it as you would in using it, and see that it balances well, that the handle fits comfortably into the hand, and is so adjusted to the blade that in sawing the pressure will come on the ball of the hand in direct line with the elbow, for this means least muscular strain. The handle should be well-seasoned wood. Second, test the "spring" of the blade. Bend it nearly double and see that when it flies back all the teeth are in perfect alignment. Run your eye along the edge and see if the teeth are so set that a needle would slide down the groove between the points. Third, be sure the teeth are sharp, and examine them and the blade closely for flaws. If possible, try the saw on a piece of board before buying.

A SUBSTITUTE FOR TWINE

Necessity, they say, is the mother of invention. For a considerable time past the growing scarcity of twine has been exercising the brains of many with a view to providing a substitute. We know that some gas pipes are made from paper and are said to give satisfactory



Effectively arranged bargain counter of 5 and 10 cent goods, suggesting what can be done by hardware dealers. (Courtesy of Butler Bros., Chicago.)

sales of guns and ammunition. The powder companies are showing the way, and some dealers have taken the hint.

Roy McGregor, son of Jas. McGregor of Oakville, helped organize a gun club in his town last summer and was elected to the post of secretary. It meant more work for Roy, but it also meant more business for the store, as hundreds of rounds of ammunition were sold through the store in a very short time.

That was a very good lead, and now at the opening of the out-of-doors season is a good time for other hardware dealers in city and country to try something of a similar nature.

HOW TO SELL A SAW

The salesman who knows the merits of his goods and can talk intelligently about them is the one who makes the most sales. Here is how to tell a good saw:

results. An engineering firm has now succeeded in making satisfactory string from paper. It is suitable for the tying of parcels of average size and it is practically impossible to distinguish it from the genuine article. In course of time it is stated, twine of varying thicknesses will be produced.—The Irish Ironmonger.

GOOD FIRE INSURANCE ADVICE

By T. D. McGee

Chairman Fire Insurance Committee, Winnipeg

- Keep fully insured.
- Keep properly insured.
- Have your policies checked over periodically by an expert to insure uniform wording.
- Keep your premises clean.
- Keep "no smoking" sign up and enforce the rule.

Love as a Factor in Business Building

By W. L. EDMONDS

THE Minister of Agriculture for the Province of Ontario told an agricultural audience a short time ago that "the farmers who are not in love with farm life are those who have not hit upon the proper way of managing their farms."

Substitute for the word "farmers" the words "business men" and for the word "farms," "stores," and the sentence would be equally applicable to retail merchants.

The merchant who gives not his best thought or attention to his business obviously has no love for it.

That which a man loves, whether it be his business or his wife, gets his best attention.

When a store has the appearance of neglect one does not need to make a detailed investigation in order to ascertain the direction in which the merchant's heart lies. It is so obvious that to analyze it would be to waste time.

It is not love of money that is the root of success in business building.

Where love of money is the inspiration sordidness waxes and character wanes. And character is a greater factor in success than capital, as the late J. Pierpont Morgan testified shortly before his death.

It is the love of business—the love of doing things, plus the will power to overcome obstacles—that is the root from which spring the best efforts.

The merchant princes of the world are men of this type. In love with their business, they have resolutely set themselves to the task of making it strong, healthy and prosperous. Obstacles have both sharpened their wits and stimulated their effort. And their reward has been not so much in the wealth they have accumulated as in the business they have erected.

He who is in love with his business does not begrudge the time and attention he gives to it. Love never stints in its attention. Neither does it put into cold storage an idea which promises to promote the welfare of his business. He gives it a practical tryout at the earliest possible moment.

"Love and work," we are told, "are the two fields in which we gain by far the greatest amount of our experience."

It is because there are so many men in both the store and the workshop who are without love for their vocation that we have so many indifferent storekeepers and workmen.

Where there is no love there is no pride in the product.

In order to ensure success in storekeeping there must be quality of merchandise and quality of service.

It is when these two are combined that we get quantity of turnover, which is the end every business man seeks.

To him who loves his business quality in both merchandise and service is a natural concomitant.

He does not practise it merely because it pays any more than a good man is honest because it pays.

The quality possessed by the goods he sells and the quality exercised in the service he renders are the outward and visible signs of the love and pride he takes in his business.

"Love is like faith," says a German proverb. And it is, for where it abounds it stimulates effort and gives confidence as to its ultimate fruitfulness.

There are some things we cannot all cultivate, but love for our vocation is not one of them.



Baseball Window—Background made of two 8 ft. arches, cut from beaver board. Was painted pink, with electric lights (frosted) around arch, and had small gloves and masks attached. Behind the arch were hammocks, baseball bats, hung in arch. Baseball diamond laid out in bottom of window covered with green dustbane, the diamond being marked with white sawdust, and players in position—one in field and other at bat. A score card shows progress of game. In other half of window was a good display of gloves and mitts.

Hooking Up the Show Window with Advertising

Important adjunct of sales end — Window display principal feature of modern merchandising.

IT is no idle boast to say that the art of proper window displaying is second to no other feature of modern advertising and merchandising either in point of importance or improvement. The show window occupies a position peculiar to itself. It is the natural outcome of the theory to get everything in sight. It represents the closest connecting link between buyer and seller; the public and the merchant, and it is capable of unlimitable development.

It is not hard to recall that time when the average merchant still believed his store windows were doing their utmost by simply letting in the light, but merchandising methods the country over have undergone drastic changes for the better. The store window has not been overlooked in this era of advancement and progress.

It is not difficult to realize the value of the store window to the present-day merchant. He couldn't very well get along without it. It serves him in a hundred and one ways and is proving of inestimable service.

SPEND MORE ON WINDOW DISPLAYS

Correct and proper window displays are so important that a mere mention of the more important details will serve to show what an absolute necessity good window displays are to any enterprising store.

In a measure, the net results are just as essential or more so than the services of the salespeople behind the counters. Displaying merchandise, as practiced by the average store, is too often neglected and given secondary place as a salesgetter, while much money is spent yearly through newspaper advertising. If more time and a small per cent. of the same expense be given to windows and window space the net results would be nearly double. Prospective buyers not only read of the merits of "unequaled values," but the old-time adage that "Seeing is believing" still holds, and a good

display of the same advertised article strengthens the desire to buy.

Window trimming, while simplified to a certain extent in the last few years, is still work requiring careful study and forethought on the part of the workman. An attractive display, no matter how small, or how staple the article, is sure to produce, just as sure as a hurried or careless manner fails to secure the proper amount of sales.

The progressive merchant will see a marked increase in business if he devotes more time and attention to valuable window display—he will improve the looks of the store and fascinate his customer by twentieth century methods.

TO MAKE IMITATION FROSTED GLASS

A. C. D.—A frosting mixture to be painted on the glass is composed of sandarac, 18 drams; mastic, 4 drams; ether, 24 ounces; benzine, 16 to 18 ounces. This application cannot be exposed to high temperature.

Another source says to make frosted glass (imitation) paint the glass with saturated solution of Epsom salt, to which a very little mucilage of acacia has been added.

ELECTRICAL SPECIALTY CO. ENLARGING

The Electrical Specialty & Supply Co. have taken up 25,000 square feet at 20-22 Adelaide Street West, Toronto, to permit them to take care of the lines manufactured by them, such as sockets, sealed service equipment, etc. It is their intention to give up their retail business and devote their energies to manufacturing. For this, they state, \$50,000 worth of new machinery will be installed, and their goods will be wholly manufactured in Canada by Canadian workmen.

THREE NOVEL ELECTRIC WINDOW DISPLAYS

In the window of an electric shop in a Pacific Coast city, a boy in farmer's dress, raking and tossing about a pile of one and two dollar bills, totaling several hundred dollars, served as highly effective advertising for the week of display. The window attracted great attention, crowds gathering about daily to watch the manoeuvres of the boy, and resulted in a large increase in sales. A cash prize of \$25 was offered for the nearest correct estimate of the amount of money in the window, the guess to be written on form blanks obtained in the store. Beyond the immediate returns, an active mailing list of possible customers was secured.

An electrical goods store in Southern California arranged an interesting display in its two show windows, consisting of a varied assortment of electrical special-



Window display of flashlights made by a Toronto dealer.

ties with a large amount of small currency, ranging from one cent to five dollars in silver and gold. The money was inserted in different articles where possible and laid near them, as well as being scattered among the velvet window trimmings; all of the money was in plain view. Ten prizes, each a two-dollar article as might be selected from the stock, were offered for the nearest guess of the amount displayed, the estimate to be made on a form blank provided, with name and address, and deposited in a ballot box at the store entrance. The attraction continued for one week, during which the windows were a centre of great interest with people endeavoring to count the money displayed. Considerable increased business was derived and the electric store became impressed upon the minds of hundreds of possible customers; additionally, a large list of names for circularizing was secured. The windows contained \$273.72.

An enterprising electrical goods dealer in a Middle West city devised a unique window display with land turtles. His name comprised eight letters and on the back of each turtle one of the letters of the name was painted. A prize of \$30 was offered to the first person who saw the turtles lined up so as to correctly spell the name. Large crowds watched the window continually as the turtles moved about, and during the week of display there was a noticeable increase in sales.

The man who says: "I don't believe advertising would help my trade," is admitting that he belongs to a half-century ago.

FLASHLIGHTS A GOOD LINE

Flashlights are being taken up by many dealers with good results, for the demand for them is increasing in a surprising manner. Extensive advertising has been done by manufacturers in the past year or so, and retailers are finding it advantageous to cash in on this publicity. The public are becoming well acquainted with their many uses, and so sales are not difficult to make. Window display to herald forth the fact that the line is carried is generally very effective in the making of sales. This has been found so by a Toronto dealer whose window we reproduce here, showing how a recent display in their store was arranged so as to bring flashlights before the passing public and impress their uses and advantages on them. This display created good business for the store.

Flashlights have many uses. Every automobilist needs one for use in emergency. They are needed by doctors, nurses, train-men, photographers, plumbers, and mechanics. Even the farmer is adopting them in the place of the smelly oil lantern. They cannot blow out or blow up. If knocked over they will not cause a fire.

The supply end is a big one in the flashlight business. A sale always brings a demand in the future for batteries, bulbs, etc.

Dealers who are not selling flashlights should look into the proposition.

ELECTRIC SHOWER FOR A BRIDE-TO-BE

It is the custom among young people to give a "shower" to a bride to be and bestow upon her gifts that she is likely to need in her future home. There are linen showers and handkerchief showers, tinware and woodenware showers, but why not be up-to-date and give an "electric" shower?

Among the suitable gifts for a function of this kind are an electric coffee percolator, toaster, grill, electric iron, hair drier, tea urn and table lamp, all of which can be utilized to best advantage in the modern home.

Most of these articles are rather expensive for individual giving, but the dealer, in advertising gifts for a shower of this kind, could advocate that several of the friends of the bride-to-be get together and combine to purchase some one article.

There should be good business in this for the dealer who is wide awake enough to get after it.

WHAT 1 CENT'S WORTH OF ELECTRICITY WILL DO

Operate sewing machine 2 hours.
Keep 6 pound iron hot 15 minutes.
Heat electric curling iron 14 times.
Percolate 4 cups of coffee.
Lift 100 gallons of water 100 feet.
Give light of 75 candles for 1 hour.
Toast bread for 6 persons.
Operate illuminous radiator for 8 minutes.
Warm baby's bottle twice.
Cook Welsh rarebit in chafing dish.
Keep heating pad hot 2 hours.
Heat 8-inch electric stove 8 minutes.
Operate 12-inch fan 2 hours.
Vulcanize 4 automobile tire patches.
Keep foot warmer hot $\frac{1}{4}$ hour.
Raise passenger elevator 5 stories in a minute.
Operate electric grille 8 minutes.

(Calculating current at 10 cents per K W. hour rate.)

Collins' Course in Show Card Writing

30th of a series of
articles specially prepared
for this journal.

*"What is so rare as a day in June,
Then, if ever, come perfect days."*

IT was thus that James Russell Lowell, in his ardent admiration for the delightful and charming days of June, expressed his sentiments and also the sentiments of millions of others, for of all the months the year can give June stands out in oasian perfection that is rapturously enchanting. 'Tis then all nature, laden with fragrant freshness, seems a-tune with new life, for the flowers, the blossoms, the trees have reached the zenith of their summer perfection.

But how unfortunate that cold commercialism has no room for sentiment! So to the man of business June is robbed of her beauty and charm, except as it may be diverted into advertising channels that trade may be boomed and business may not suffer. Then from an advertising point of view let us take advantage of one characteristic for which June has long been noted, viz., weddings.

There are few stores so rich in requirements for the bride and her home as furniture and hardware stores. Presents bought from either of these are characterized as "Useful Gifts," the kind that last the longest and



are remembered the most. The major portion of home furnishings from cellar to garret can be supplied from these two trades.

It is also a regrettable fact that these two stores are among the most lax in the matter of window display and store decoration. What legitimate excuse can a furniture dealer or hardware dealer offer for not making special displays on special occasions? And how appropriate that they should take advantage of the stir Danny Cupid makes during the month of June and make some special displaying, just to show what they have to offer for the coming bride.

The furniture dealer whose window space will permit may arrange a complete room, bedroom, dining room, parlor, etc., calling special attention to the outfit as a suitable and lasting present for the bride. The entire outfit may be priced, or each article may be priced and the total given, as was suggested last month. A very little thought and effort may work wonders in a display of this kind. A rug on the floor, a few bouquets and sprays of orange blossoms add greatly to the effect.

Hardware merchants may follow the same idea in the matter of displays for the window. Should the window space be sufficient a complete kitchen can be shown, including stove, sink, and all the various cooking utensils. Then will come in the same category, laundry equipment, wash tubs, washing machines, boards, ironing boards, irons, mangles, wringers, and the endless other articles so useful in a well regulated household. These, well displayed and price ticketed, will make a splendid and attractive window showing. A window card calling attention to the display as being suitable for a wedding gift, will complete the attraction that should sell many of the articles shown.

Apart from catering to the lines that will be suitable for the bride, there will always be other seasonable lines that should be pushed by the hardware trade. At this season there will be paints, builders' hardware, farm implement repairs, and many other lines that windows could be devoted to with telling effect.

RETAILERS AND CANADIAN-MADE HARDWARE

(Continued from page 14.)

can never get any satisfactory information from the manufacturer's agent, and as a rule he knows less about the goods than we do."

Still another criticism of this firm is that the manufacturers do not "keep in close enough touch with the trade."

Packages and Invoices

One Ontario dealer suggests that manufacturers should furnish "stronger boxes with packing slips." This is endorsed by a Nova Scotia dealer who asks for "better packages and better labels." Still another remarks that "some firms are careless packers." Two or three others say they have not much to complain about on this score.

One retailer makes the suggestion that goods should be invoiced the day following shipment. But most of the others who express an opinion on this point state they are quite satisfied.

Advise as to The Future

A retailer in Port Arthur thus advises the manufacturers in regard to the future: "The manufacturers of Canada will have to keep a sharp look out in a short time in keeping their products in the foreground. The foreign nations, we notice, are almost always first on the job with their inducements and lower prices."

Lesson for Both Retailers and Manufacturers

Two or three outstanding facts are apparent from a study of the replies which have been summarized above. The one is that those who would create an increase in the demand for goods of any kind cannot expect to get results from sitting in their offices and expect the business to come unbidden. They must hustle, and employ every legitimate means to get it. The other is the necessity of the manufacturers paying as close attention as possible to the quality of their goods and supplying them to the trade at the lowest possible price, relative to cost and a fair margin of profit.

Simplicity is an Important Factor in Advertising

Should be given careful consideration in the preparation of ads.—Some thoughts on the subject.

THESE are various phases of advertising which we have discussed from time to time with the readers of these columns. Now comes one which it is believed is significant because of its simpleness and yet comprehensiveness. It is brought out in such a manner that no one is left in doubt as to what it really infers. In an endeavor to make this point as clear as possible the advertising manager of one of the great stores of the country is quoted. In part he said, "Simplicity is the ideal in advertising." Now, before going on further it perhaps will be better for the reader to ponder over just what that statement really means. Merchants who do advertise are not always in a position where they can readily grasp just what kind of an effect their advertising is having on the public. As the reader was warned a short time ago, it is unnecessary to put a great number of articles in an ad., but rather it is more advisable to speak of as few lines as possible at one time.

Tell Story in Concise Manner

The kind of advertisement that brings the merchant the best results is that which tells its story in a concise form, leaving the readers strongly impressed, and then stops, instead of continuing in detail over these same points which the customer has already learned of. In this manner it allows the reader-customer to bear in mind the important feature in your ad. and thereby come to your store with an understanding of what you have to offer. On the other hand, if the customer is burdened with numerous articles to be borne in mind before reaching the merchant's store, it stands to reason in many instances the customer will not either come at all or perhaps put the dealer to a greater lot of trouble in explaining what he has that his ad. already has transmitted but been forgotten.

Make Ads. Simple and Interesting

One of the most common troubles encountered by the average merchant who writes his own advertisements, is he believes he is compelled to go into much detail and use a lot of big words. This, of course, is all wrong, as has been determined in many cases. Writing advertisements is a simple task if only gone about in the proper way. To make the ad. successful the merchant is compelled to constantly bear in mind that he must make it simple and interesting. It is best to get the facts about the subject which is going to be written on and then bring it out in the best manner possible which it is believed will appeal to the reader. It has been found unpracticable to conform to such ideas as have been formed by many advertising writers as is illustrated in the following:

Make It Understandable

In attempting to write an advertisement that has many big words and unimpressive statements which the reader is compelled to fathom out in order to become enlightened to the important point in the ad. the merchant will discover that his efforts to have the customer become curious and immediately scoot down to his store to find out these things, will be useless. This,

it is believed, is one of the underlying principles of failure in advertising which is encountered by so many writers. How much better results could be attained if a little extra thought would be put on this subject and a way discovered that would eliminate the beating around the bush phase and come direct to a point which would have a tendency to arouse a curiosity which in the usual run would result into sales.

POINTS TO REMEMBER ABOUT ADVERTISING

By Frank Crane

Common Sense Applied to Publicity

1. All advertising should be clear. It ought to state just what your business is and where it is, giving your precise address. Don't assume that everyone knows where the "Jones' Store" is, nor how to get there. Tell them. You can't make things too plain.

2. Advertising should be reckoned as a part of your business. It is as necessary as the sign over your door. It is not an occasional nor an outside matter; it is essential. How can the public do business with you unless they know about you?

3. It should be regular and constant. People trade with the firm whose name is familiar to them. The newspaper ought to be your partner. If you are in business permanently, let your advertising be permanent.

4. The newspaper, going daily into the hands of the people, is the best medium for advertising. It's where the public naturally turn when they want to see where to buy, whether bonds or beans.

5. Advertising should be attractive. The most attractive thing you can put in it is something that appeals to the self-interest of the reader. Funny or startling matter, that has nothing to do with your business, is not good advertising. No man can be funny every day. By and by your antics become tiresome. If you show a woman where she can save ten cents, or where she can buy stuff that lasts longer and wears better, it's much more to your advantage than to crack jokes. What you want is to tell folks that they can get the most for their money at your place; that is the most attractive fact you can publish.

Don't Overcrowd Space

6. Be brief. Don't try to crowd all the reading matter possible into the space you pay for, so as to get your money's worth. Use readable type and don't say too much.

7. Be human. Make your advertisement as live and warm as you can. Don't be too cold and precise.

8. Tell the truth. When customers come to your store, do a little more for them than you said you would in your announcement. The prosperity of the liar is brief.

A man cannot get along very well with employers, employes or customers unless he has a good supply of tact and uses it.

Canadian Hardware Journal

TORONTO

JUNE 1916

CANADA

First Come, First Served.

The dealer will find it the best policy to serve customers in their proper turn. In rush periods some sales to customers who are in a hurry may be missed in this way, but such customers do not go away with any ill feelings towards the store, at least not in the same degree by any means as if they had not been served in their proper turn.

Just the other day the proprietor of a store which the writer happened to be visiting made a grave error in this regard that probably cost him a customer. A lady who had waited for some time was passed up in favor of another who had just come in. The lady who had been waiting left the store without buying, and one could easily tell by her manner that she felt hurt. It is probable that she will avoid that store in the future.

All customers may not regard it as a slight to be passed by in this way, but most of them do. They expect to be served in their turn. Others are generally prepared to wait their turn. Therefore, the safest motto for dealer and clerk is "first come, first served."

Advertising is one of the three links in the business chain. The other two are Right Goods and Right Service.

Let Them Call on You.

There is no doubt that a good many sales are lost by clerks that could be made by the proprietor or head salesman, if he were only called on. For this reason I think it would be good business for dealers to inform clerks not to be backward in calling on them if they are finding it impossible to make a sale of any size that they feel should be made.

In a Winnipeg store which the writer visited there is a push button below the counter top that rings an electric bell in the manager's office. When a clerk feels that he is not going to make a sale he rings this bell and the manager saunters down and takes up the sale in a diplomatic manner.

Clerks should be made to feel that it does not show weakness or lack of salesmanship to have assistance from the proprietor. The latter may be able to bring up some new argument that will land the sale. His personal interest shown in the customer is in itself often the influencing factor.

The best advertising on earth will not compensate for weakness in right goods and right service.

Interest on Past Due Accounts.

The retailer is well warranted in charging interest on all past due accounts. He is fully entitled to do so. A customer who fails to pay an account when due really borrows the amount of same and ought to be willing to pay interest on it. If he had gone to the

bank and borrowed money to pay his account when it was due he would have to pay interest to that institution, so why not to the dealer. Wholesalers and manufacturers exact interest from retailers on past due accounts and the retailer should follow the same practice.

When customers who are really "good," through lack of immediate cash, allow accounts to become past due, it is frequently a good plan to get a note at interest from them for the amount. Even with bad pays I have found it a good idea to get a note and place it in the bank for collection. People seem to be more inclined to give attention to a note notice sent out by a bank.

Quite an increase in profits is secured by many stores by making customers pay interest on overdue accounts.

Business worries are often the fruit of bad business methods.

Is Your's the Best in Town?

It is an immense advantage to have your store described as the best hardware in town. It means more business to you, because the public are always inclined to patronize the most successful store, no matter what line of business it may be engaged in. This is the reason that a store, once it has attained a degree of superiority over its competitors, always forges ahead with more than usual rapidity. Success begets success.

To have your store designated as the best in town in your line of business means that you will get a large percentage of transient business and trade of newcomers. It is customary for the stranger to inquire: "Which is the best hardware in town?"

It is therefore good business for you to make your's the outstanding store in your town. Do you honestly believe that your's is such at present? If not, it is time for you to make a real endeavor to make it so.

It is not necessarily the store with the largest floor space or frontage that is the best in town, although size is an important factor. When the writer enters a town that he has never visited before, he generally makes inquiries as to the best store in town, and it is not always the largest store that is specified as such. Sometimes it is one of the smaller stores which has overcome the handicap of size by giving special attention to windows, maintaining attractive interior display, and giving such service as marks it as the "best" in the minds of patrons. That is what every dealer should strive for.

Spend yourself in courtesy—and the more courtesy you spend the more you will have left.

A Matter for Business Men.

Business men in Canada can scarcely be uninterested in the movement to encourage immigration after the war, for the more people that settle in

the country the more potential customers will there naturally be.

Mainly on account of the war, immigration is at the lowest ebb it has been for a great many years. According to a statement made in the House of Commons recently, only 48,466 immigrants entered the Dominion during the fiscal year 1915. Most of these came from the United States. This is less than a thousand a week, whereas previous to the war the number averaged over a thousand a day. The largest number to enter in any one year was 402,432, which was in 1914.

So far the movement to induce immigration after the war is of a tentative character. As time goes on, it will doubtless take definite and organized shape. Until it does, little result can be expected.

In order that definite organization shall not be deferred until the eleventh hour the business men of the country should lend their active interest to the movement. They can do this by inducing their representatives in Parliament to keep the matter before the Government until some definite scheme is launched.

If you have attempted to introduce a new line of goods and failed, don't blame the goods. Perhaps you have made only half an effort to sell the line.

Extraordinary Trade Development. If Canada's export trade keeps on developing the way it has of late it will double in value the figures of the last few years.

As a matter of fact, it did not come very far short of doing it during the twelve months ending January last, the total being \$836,555,567, compared with \$448,903,263 for the preceding corresponding period. The actual increase was about 87 per cent. January trade alone did double on the corresponding month of 1915, and that by a big margin, the total being \$85,559,782, against \$30,830,337, a gain of 177 per cent.

During the twelve-month period there was an increase under every general classification. The most marked increase was under the classification of manufactured goods, the figures for the two twelve-month periods being \$190,997,981 and \$71,870,071 respectively. The next largest increase was in agricultural produce, which was \$237,964,468, compared with \$126,262,825.

It is no wonder the trade and commerce of the country is getting into such a healthy condition. And yet, if our shipping facilities were more adequate the export trade would be even greater than it is to-day. But our mercies are so great that it would be almost sacrilege to be troubled over the "might-what-have-beens."

Exorbitant costs and insufficient mark-up have spelled disaster for many a store in the past.

Another Bad Cheque Epidemic. The bad cheque artist is again to the fore. Dispatches from many centres tell of dealers being victimized. This kind of thing seems to run in epidemics. One case seems to be followed by many others. Mention of it in the newspapers seems to suggest this way of securing money to others and many cases follow until some severe penalties are handed out by the authorities.

Retailers should fully guard themselves against loss by refusing to cash cheques for strangers. It should also be remembered that new ways of working the bad cheque game are continually being tried out. For instance, a number of Toronto dealers were recently vic-

timized by two young men, who would telephone to a store, order certain goods, and tell them to send change for a \$5 or \$10 bill. When the delivery boy brought the goods they would tender a cheque and take the change. The boy would never suspect any thing and would give up the goods and the change for the cheque. In ordering the goods a house number was always given, of course, but the delivery boy would be met on the street by the perpetrator of the fraud. It was tried once too often, and the two young men went to jail, but not before several dealers had lost money. Retailers should be on the watch for such artists.

Accurate and conscientious figuring of your costs is very essential to success in retailing.

Too Many Names for Store. When you desire to impress anything on the public it is well to concentrate attention completely on that one thing. Therefore the dealer who desires to impress his own name or that of his store on the purchasing public should not have too many names for his store. If he does he defeats his aim to make his store well known.

For instance, one dealer that the writer has taken note of, has not only his own name and that of the person he succeeded on his window and letterhead, but also calls his store "The — Store," using the name of the branded goods he features. Now he has adopted a descriptive name for his store. Which does he expect the public to know his store by?

With so many names, the result will probably be that the store will not become so well known as if the dealer's own name only was featured. If a certain brand of goods is featured, it may be found of value to use that name because of the extensive publicity given to it, or the dealer who has not such an agency may sometimes adopt a slogan that will prove good advertising, but the matter of appellations for the store should not be overdone.

To make a success of retailing, regardless of lines carried, it is essential to know what goods cost.

Showing Your Appreciation. It is said that Isaac Gimbel, of Gimbel Bros., the big New York merchants, does thousands of dollars' worth of good in stimulating his clerks by the way he goes up to his employes, shakes them by the hand, and congratulates them on any good work they have done. He realizes that appreciation of good work is a most important factor in stimulating clerks and arousing them to further effort.

Many other merchants would do well to remember that clerks are only human, and to the one who is really interested in his work, the salary he draws at the end of each week is not the only thing that counts. He likes, also, to know that he is really doing something, that his efforts are counting for something, and that they are appreciated.

When a clerk puts a good deal of thought and work into the arrangement of a particularly fine display and the boss neither comments on it nor appears to notice it, there is little inducement to put his best effort into similar work again. He gets the idea that the boss doesn't care and he gets that "Don't care" feeling too. On the other hand, if the boss had given a hint of his appreciation, the clerk would have been stimulated to keep up the good work.



Handling Gasoline for Autos in the Hardware Store

*Description of equipment—Modern methods of
measuring and conveying—Features
of apparatus.*

A chief sentry, one of the S. F. Bowser & Co.'s
sidewalk pumps.

GASOLINE and oil, being absolutely essential to all cars, it is not surprising that the equipment for handling it should be highly specialized. No matter what the size of the business, there is usually equipment to be found to suit its special needs, or at any rate equipment which can easily be adapted to fill the bill.

Each of the problems of selling large quantities of highly-inflammable gasoline in small quantities to a large number of purchasers has received the consideration of manufacturers, and the equipment which is now available is a tribute to effective work which they have done.

The demand for safety has been met by storing the gasoline in underground tanks, from which it is pumped as needed. These tanks can be obtained in almost any size required, but the tendency at the present seems to be toward the use of larger tanks, the difference in price for quantity buying being more than enough to compensate for increased outlay.

The accompanying illustration shows the construction of the tank and the manner of placing it underground. Gasoline is one of the most difficult liquids in common use to store. Its penetrating power is so great that tanks for storing it must be made with much more care than for ordinary purposes.

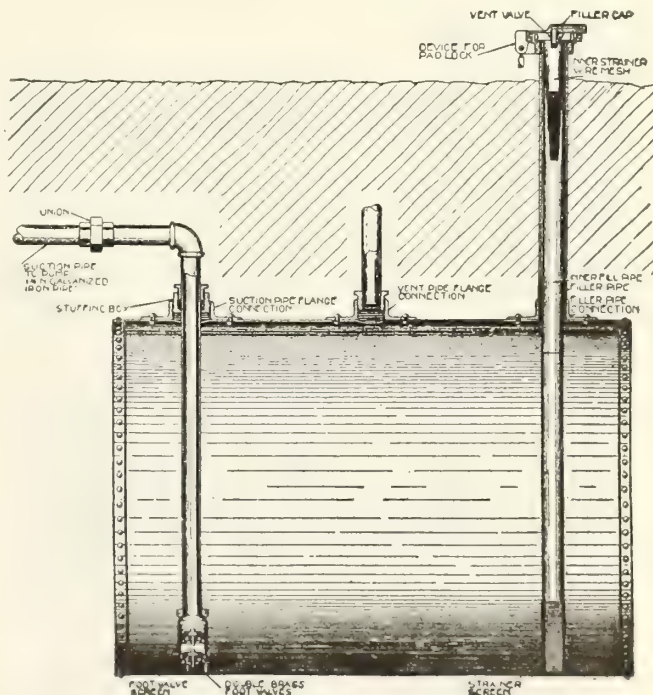
As shown, the fill pipe for the tank consists of a galvanized steel tube 2 in. in diameter, screwed into a flange for that purpose. Inside this tube is a galvanized inner tube extending to the bottom of the tank and terminating in a screen strainer. There is an air space between the inner tube and the outside pipe to permit the air to escape while the tank is being filled. In addition to the strainer at the bottom, a fine screen removable cone is inserted at the top. Thus the gasoline is screened twice before it enters the tank. The fill pipe is closed by means of a special lock cap, vented. This cap is set on the fill pipe and given a half-turn which engages bosses cast in the ring and cap. The lock is then inserted and the pipe securely closed.

Tanks Placed Wherever Convenient

The tanks can be placed at any reasonable distance from the building, wherever it is convenient for filling. Where oil or gasoline is required on more than one floor a pump may be placed on each floor, but its plunger and cylinder must be on the lower floor, a construction similar to that used for pumps in deep wells.

In the interests of safety, economy and convenience, the old method of pumping the gasoline into measuring cans was early displaced by self-measuring pumps, which could be set to measure out the amount required at a stroke. This pump is set up in the building wherever convenient, and connected up to the tank. The gasoline is then pumped directly from the tank, through a hose, to the car, so that the danger, waste and inconvenience of handling it in open cans is eliminated.

A pump like this installed in the store may give satisfaction, but it is not always convenient, and the object of the pump is defeated to a certain extent. A special



Method of arrangement and construction of underground gasoline tank.

type of pump for use at the curb has, therefore, been developed. The mechanism of this pump must, of course, be protected from the weather and tampering, and is therefore protected by a cabinet of some description, which may be locked when not in use.

Very Complete Unit for Curb Sales

Fig. 1 shows a sidewalk pump for gasoline, which may be regarded as the last word in this equipment at

the present time. This pump is especially designed for sidewalk installation. The pedestal dome and light post are made of heavy cast iron. The housing is circular and made of heavy galvanized sheet steel, reinforced at top and bottom. When the pump is opened this housing drops down and telescopes the supporting pedestal. The housing is countersunk and closes and locks automatically when raised.

The pump may be set to deliver one, two or five gallons at a stroke, and is fitted with a special hand trip,



One type of Wayne Oil Tank & Pump Co.'s sidewalk pump.

which permits the operator to return the plunger at any point in the upward travel.

A special feature of this pump is the operating mechanism, which permits the operator to turn the handle in one direction always. The plunger is raised on a slow gear which requires twelve turns of the handle. The driving mechanism is then automatically shifted to a high gear and the plunger returned with three turns of the handle, so that five gallons of gasoline can be delivered with fifteen turns of the handle.

With older types of pumps the purchaser was under the necessity of counting the strokes to know the amount of gasoline he was getting, but this pump is fitted with a discharge register which tallies the number of gallons pumped, up to twenty. The six-inch white dial of this register is turned toward the street,



Bowser portable wheel tank.

and the purchaser can see each gallon registered as it is pumped. This register just indicates the completed gallons, but should the tank of the car be filled before the gallon is completed there is no necessity for guessing the odd quarts, as a pointer fixed to the plunger rod registers the exact amount on a scale, which is graduated in quarts.

The hose connection is placed above the dome of the

pump and is provided with a special hose-draining valve which permits the hose to drain completely at each operation, thus reducing the wear on the hose.

An adjustable meter enables the owner to keep accurate account of the gasoline sold, and the 16-inch ground glass globe over the light makes an efficient advertisement.

Portable Tank Very Handy

In many garages a portable gasoline tank and pump is used. This type of tank greatly facilitates the filling of cars by eliminating the necessity of manoeuvring them, and in some cases takes the place of a curb or sidewalk pump. The pumps used with these tanks are standard 'self-measuring' type, fitted with discharge register, locking device, etc. In some cases an oil tank is combined with the gasoline tank in the same portable unit, making a very handy selling combination.

Self-measuring pumps for oil are of scarcely less importance than for gasoline. If the can is used to



Two Wayne units. A very complete sidewalk gasoline pump and a portable gasoline tank with self-measuring pump.

measure the oil it will necessarily be full, and it is very difficult to pour the oil from it without spilling it, while if the oil is measured by the pump it may be handled in a larger can and presents no difficulties in pouring. Oil tanks may be obtained with capacities of one to five barrels and are usually provided with standard one-quart measuring pumps, adjustable for pints. The pump is attached directly to the tank, fitted with suction pipe and valves extending to the bottom, so that it is always ready for use and pumps the desired amount directly into the can without priming. A locking device is provided in the form of a pipe which is locked in such a position as to run all the oil pumped back into the tank.

Keep plenty of change on hand. Get the name in your neighborhood for always being able to make change. When you tell a customer you can't change his bill, you not only run chances of losing a sale but of losing a customer.

Window Cards Make Good Paint Sales Displays

*Use cards to back up the paint window—
Cause and effect — Color cards a help.*

Windows that sell goods are windows that are effectively trimmed, whether the goods be hardware, paints, or any other line. And to make the display hit, window cards are necessary. In a paint display much good can come from the effective use of color cards. They are to a paint display what a headline is to a newspaper advertisement. They invite attention and so are an essential factor in making the display "produce."

There seems to be a widespread indifference among paint dealers as to the quality and character of the cards they use in their windows. To the critical observer there is much sameness and little originality in the window cards of most stores. They do not concentrate attention. They do not define the display.

Yet a window card with the "selling angle" should do all these things. And any card that fails to accomplish them would better be taken in hand, overhauled and re-vamped to meet the requirements or entirely dispensed with.

The window or color card is the finishing touch to the window. The ideal card always "fits." It makes itself evident as the right thing in the right place.

Color is an important element of the successful window card—the card with selling force. Every window card should have a note of color in it. This will catch the eye, arrest attention and focus it on the message which in turn directs it to the goods.

Needless to say, window cards must be fresh. Nothing will mar the effect of a merchandise display more quickly than a dog-eared or soiled card. The crisp, patently new card radiates its atmosphere all around it and even old stock takes on freshness and additional attraction by reflection.

A distinctive style of lettering is as desirable in window cards as in newspaper advertisements. It makes for individuality and helps to produce windows that are remembered.

WISE DISTRIBUTION OF COLOR CARDS

Some retailers treat color cards as a form of advertising matter to be given out indiscriminately, regardless of whether or not the recipient is interested in the use of paint. Sometimes they are given to children who use them as a temporary plaything, thus destroying the value to both manufacturer and merchant. While it must be admitted that there is naturally a certain amount of advertising value to all departments of the store from a general distribution of such color cards, it is questionable whether the best way is not to restrict their distribution to parties interested, reserving other kinds of advertising matter for the more general distribution.

BUILD UP A BRUSH BUSINESS

Many a paint dealer has devoted himself assiduously to developing his stock of canned goods without thinking of the possibilities of the brush trade. He is putting all of the money he can afford into paints, but he has not looked into the question of taking care of the wants of the painters. The brush is not merely an art-

icle of merchandise, which may be sold to the same customers who buy paints, but it is a means to the end of paint satisfaction, and a guaranty that good results will be secured, provided, of course, that the right brush for the purpose is chosen.

Brush requirements are many and varied. The brush that is needed by the house-painter is entirely different from that which the housewife is going to use in re-finishing her furniture. The farmer's needs in the way of whitewash brushes are different from those of the town man, who may be thinking principally of re-painting his automobile. In short, in order to have a brush stock that is worth anything, the dealer must have one that is complete both as to kind and grade. Then he will be able to take care of the business, no matter along what lines it may develop.

PROPER HANDLING OF PAINT STOCK

If you are going into the paint business, do so in the right spirit. Don't think that a few odd cans of paint stowed away in some out-of-the-way corner mean that your paint business is going to develop rapidly; such an idea is impossible. Properly displayed goods are half sold, so remember this when you put in your paint stock, and give your paint department a section of shelving well up in the front of your store, and see



Montreal dealer's idea of the use of color and window cards in a paint display.

that it is neatly and effectively arranged. Then see that the manufacturer supplies you with the proper advertising in the way of small color cards and large display features representing the lines on your shelves. Get window dressing material from him and trim effective windows. Change them frequently, at least once a week, alternating them with attractive displays of other lines handled. This kind of work will pay.

PAINT COMPANY SPREADING OUT

McArthur, Irwin, Ltd., Montreal, announce that plans are now approved for a new paint plant to be undertaken at once at that place, and that A. W. Poole, formerly sales manager of Brandram-Henderson, Ltd., has become associated with the organization as manager of the paint and varnish works. It is the intention of



A. W. POOLE
Manager of McArthur, Irwin, Ltd., Montreal.

the management to maintain a plant that in completeness of equipment will not be surpassed by any other paint factory on the continent. The new plant in construction, and in machinery and appliances will incorporate the latest improvements.

The enormous growth of the company's business during the last few years, has necessitated the acquiring each year of increased facilities, including the recent opening of office and warehouse at 46 Colborne street, Toronto. Mr. Poole brings to the McArthur, Irwin organization a wide paint merchandising experience gained during the last fourteen years with such well-known houses as Brandram-Henderson, Ltd., The James Robertson Co. and the Hammar Bros. White Lead Co., of St. Louis.

CLEAN-UP IN CANADA

Moose Jaw, Winnipeg and Montreal are three outstanding cities which conducted a "clean-up" campaign this spring with good results to the towns, in appearance, their citizens, in health, and paint dealers in profits.

CANADIAN SHORTAGE OF PAINT MATERIALS

U. S. Consul Edward A. Dow, St. Stephen, N.B., recently reported to his government that paint manufacturers in Canada are meeting with difficulties in securing materials for their product. There is a demand in other lines for the pig lead obtained formerly in British Columbia, while the supply of zinc from Belgium and France is now cut off, but is being obtained to some extent in the United States. Canadian manufacturers are also deprived of coloring materials like the siennas from Italy and color-making chemicals from Germany.

USE TACT WITH PAINT CUSTOMERS

In addition to knowing what your customer should have, you should have the ability to tactfully influence him to accept your advice, because the customer will eventually find in it just what he needs, and whether or not your advice is followed at the time, you will one day be looked upon as an authority on matters pertaining to painting, varnishing, and thereby increase your paint selling ability and remuneration.

MAKING PAINT DEPARTMENT TALK

Paint men and others have learned a good deal from competition and competitors. It is the nature of the human animal to put off doing some things until their doing becomes a matter of pressing necessity; and if that stage never arrives, the thing is never done. This is why progress is forced upon many men, as it were; although, to tell the truth, and give them full credit, there are others upon whom it is impossible even to force an advance step unless it appeals to them of itself. This may be good judgment, or it may be merely pride of opinion and stiffness of the neck even unto pigheadedness. That is a matter of opinion.

PAINT NOTES

Wilkinson, Heywood & Clarke, Ltd., makers of varnishes and colors, Montreal, are giving up business.

The Flint Varnish & Color Works expect to have their Toronto plant ready for manufacturing about July 15. W. J. Glidden will be general manager, coming from the home office at Flint, Mich., to take charge. At present H. E. Simmons is acting manager.

Pinchin, Johnson & Co., of Canada, Toronto, will supply to that municipality 2,000 gallons "A" field paint at \$1.50, and 1,700 gallons "B" paint at \$1.30, for bridge work.

George J. Cowan, in the American Paint and Oil Dealer, has an original paint window dressing plan. The centre of the window is a large checkerboard with various cans of paint set out on the blocks. The window is entitled "Your Move," the suggestion being conveyed that now is the time to "get ready for the indoor months."

In Cincinnati there is an association of display men. At present they are co-operating with the local retail merchants' association to secure better store lighting in the downtown districts. The retailers are being educated by means of lectures and by actual installations of all the improved methods of store lighting.

Saskatchewan Retail Merchants in Annual Session

*At Regina, discuss many subjects of interest to retailers
—Some of the subjects and how they were dealt with.*

THE third annual convention of The Retail Merchants Association of the province of Saskatchewan held in Regina on May 10 and 11, proved one of the most successful that has yet been held. The attendance was large and many subjects of interest to retail merchants were taken up and dealt with. Officers elected for the ensuing year were as follows:

Hon. President—G. A. Maybee, Moose Jaw.
President—A. A. Evans, Outlook.
First Vice—H. D. MacPherson, Regina.
Second Vice—F. W. Smith, Weyburn.
Secretary—F. E. Raymond, Saskatoon.
Treasurer—J. L. S. Hutchinson, Saskatoon.
Organizers—J. M. Brayley and G. W. Anderson.

Need of Co-operation Emphasized

An outstanding feature of the first day was an address by Henry Detchon, of Winnipeg, head of the Canadian Credit Men's Association. He dealt with the need of co-operation between the various branches of trade as well as between business men and the farmers. He referred to the joint committee on agriculture and commerce which had been formed in Winnipeg and told of the scope of the work that had been taken up. He pointed out in an emphatic manner that the interests of the farmer and retailer were in many cases identical and so were the interests of the retailer and wholesaler. In trying to act separately each organization was marking time, or worse still, losing it.

Features of Cash and Credit

Another important address was delivered on the same day by H. O. Roberts of Minneapolis, who spoke of co-operation in credits and cash. Speaking of the credit business he pointed out that it had been figured that 98 per cent. of the entire business of the United States was done on credit. Credit was the biggest leak in business today and yet it presented one of the greatest possible opportunities to the retailer. This statement might seem contradictory, but the speaker believed it to be true and quoted instances to prove his statement. There was necessity for a plan whereby the retailer could intelligently extend credit, and to make this possible there was need of co-operation between merchants. In this way each merchant helped the other to collect his accounts.

Mr. Roberts pointed out that wholesalers and manufacturers have their credit departments and co-operated in the matter of credit information and accordingly were able to safely extend credit.

Legislation of Past Year

F. E. Raymond in his secretarial report stated that the association now has 148 branches with a membership of approximately 1,500 in good standing. He was gratified to note the added interest that was being taken in association work by individual members.

Mr. Raymond reviewed the work of the past year, touching on the legislation of benefit to retail merchants that had been secured. The Small Debts Act had been amended, raising the limit from \$50 to \$100, with execution against lands for amounts of \$50 and

up. Amendments had been secured to the Municipal Act so that municipalities can deal with hawkers and pedlars, while according to the Food and Supply Bill passed, a dealer may now take a chattel mortgage or any other encumbrance on a future or growing crop to the extent of \$250 on a one-quarter section, or \$350 on a half section to secure accounts for meat, groceries, flour, clothing or binder twine.

New Departments of the Association

Mr. Raymond referred to what had been done in regard to the Retail Merchants Trust Co., The Retail Merchants' Mutual Fire Insurance Company, the traffic department, as well as the advertising department, which gives free suggestions to members regarding their advertising campaigns and will write copy, if desired, at a nominal cost. The object of the freight department is to check railway freight bills, for which a commission of 50 per cent. is charged on all refunds recovered, and the following up of delayed freight claims on a 25 per cent. basis.

"Community Interests"

H. O. Roberts of Minneapolis, spoke again at the evening session, the subject of his address being: "Community Interests." We are coming to believe, said the speaker, that there is a whole lot in the idea of the brotherhood of man. The community movement was spreading and we had such campaigns as the Buy-at-Home movement, and this idea was spreading everywhere. Many towns, however, were like a tug-of-war contest, the different factions pulling against one another. Competition had resulted in much enmity between merchants.

In the community there was not a fighter but the merchant. All the doctors pulled together, the mechanics pulled well together—all but the merchants. The retail merchant had a lot of lessons to learn. Between the merchant and the farmer, the latter he sometimes thought was the best business man of the two. If the farmer couldn't make any money in one line he quit that line. The merchant, on the other hand, loaded up on a lot of stock for which there was little sale. Some men, for instance, loaded up with a carload of goods in order to get a better price and then spent all his time getting rid of his stock.

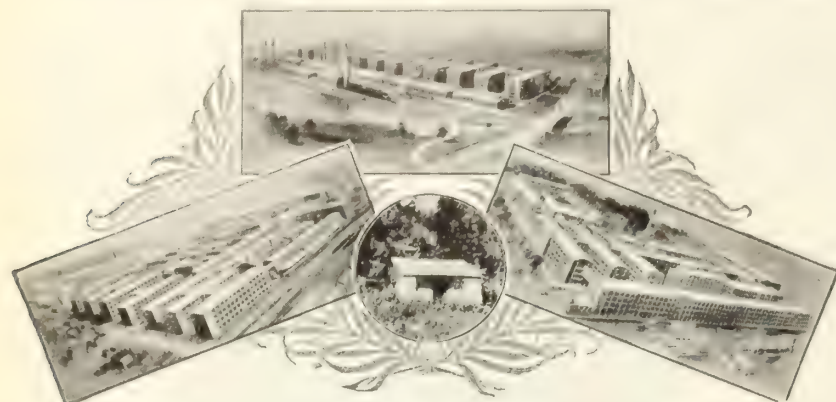
Can't Make Retail Price

The day had gone by when the retailer could make his own price. The consumer and the city and competition were factors in making the price these days. This was a lesson the retailers had to learn.

In every community, continued the speaker, there were leaders. The merchant used to be the leader and would be a leader yet if it were not for the fact that he had lost to a certain extent the place in the community he once held. The merchant should continue to be a leader, for the merchant had more to do with the upbuilding and prosperity of the community than anyone else. There were very many things to do in every community and the speaker urged every delegate when he got home to get his coat off and get to work in the interests of the community generally.

CENTURY OF FIREARMS MAKING

Adult sportsmen the world over will be interested this year in a centennial celebration that is to take place at Ilion, N.Y. One hundred years ago, a boy of seventeen was working with his father in a little blacksmith shop on the family estate. In the boy's mind



The old forge where the first Remington rifle was made in 1816 and the main Remington factories of to-day

had long been growing a yearning for a rifle—the hills about his father's farm were alive with game. On this memorable morning in 1816 the youth plucked up courage to ask his father for money to buy the coveted arm. The request was refused, and right there was laid the foundation of Remington arms. The boy was Eliphalet Remington, Jr.

It is familiar history in the valley how young Remington picked up scrap iron here and there, how by infinite labor he hammered it into a billet on the smithy anvil, how he carried the bar fifteen miles to Utica to have it bored and rifled, and how he finally assembled the complete rifle. It was a well-made rifle and there was a demand for more—first among neighbors, then the people of the adjoining counties looked to Ilion for their hunting weapons. Day by day the Remington fame spread until the state and the nation, and the world found the path to the always growing factories for which this farmer-smithy boy genius laid the foundation. To-day more than 25,000 workers are making firearms and ammunition under the Remington name.

The forge has long since gone—crumbled and rotted and washed away by the years—but on the site, well marked by generations of dwellers in the valley, a commemorative tablet will be placed. And in the shadow of one of the gigantic Remington arms factories, there will be parades and pageants, speeches and spectacles, games and various other forms of entertainment, all to bring back to the present generation a glimpse of the progress of one hundred years and to emphasize the old adage, "Despise not the day of small things."

Three days, August 29, 30 and 31, are announced as the celebration days by the Ilion Centennial Committee, and appropriate programs have been tentatively arranged and details are being carefully and elaborately worked out. Prizes will be offered for competition to the militia, and a poster contest for the best drawing commemorative of the making of the first Remington will be a feature.

In few places in the world has there been a parallel to this solid century of achievement and advancement along one line of industry. From the little forge shop to the largest manufacturers of firearms and ammunition in the world in the span of a human life, is a development that seems more like a dream than the record which history shows it to be.

TRADE PRESS THANKED

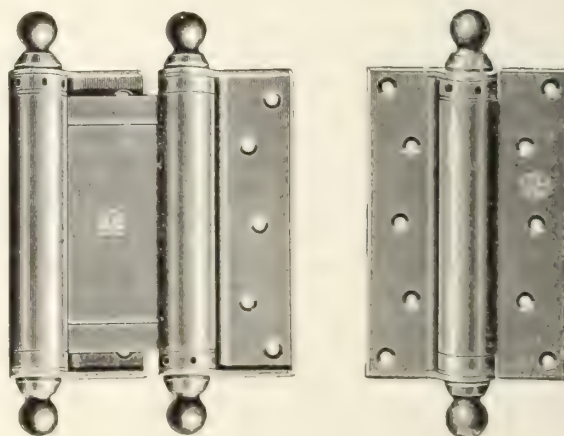
The Canadian Credit Men's Association representing the wholesale trade throughout the Dominion, at its recent annual meeting held at Winnipeg, passed a resolution expressing to the trade journals of Canada their appreciation of the interest shown in and assistance given to the furtherance of the work that the association is doing for the improvement of business conditions throughout Canada.

AMERICAN PIG IRON PRICES

It is considered remarkable by most observers, says the Iron Age, that in this general movement in the iron and steel market the advance in pig iron has been so small compared with the advances in billets and in most finished steel products. Generally speaking it may be said that pig iron has advanced about \$6 a ton and steel about \$25, or fully four times as much. As a result of these divergent movements pig iron is about a dollar a ton higher than at the top points in 1912 and 1909, and an average of about \$6 a ton below its top point in 1907, whereas both billets and finished steel products have passed far beyond all the top points reached in the previous movements, except that in 1899 a few products sold at higher levels than obtain at present.

NEW IMPROVED SPRING BUTT HINGE

Bommer Double Acting Spring Butt Hinges are faultless and technically correct double acting spring butt hinges. They have the weight supporting bearings located to relieve both adjustable spring-holders from supporting the weight of the door, enabling both coil springs to respond freely and evenly in the barrels of the hinges when the door is opened in either direction, increasing durability and decreasing the breakage of springs. The pintle, flange and washer are inter-



locked, which prevents the ball tips from working loose and confines the wear at the bearings to steel washers which are easily replaceable. By this construction the durability of the hinge becomes practically unlimited and unequal wear of the barrel-ends is eliminated. They are made of wrought steel, bronze and brass, in all finishes, and have steel bearings throughout.

Bommer Brothers, of Brooklyn, N.Y., have been awarded the gold medal of honor at the Panama-Pacific International Exposition for superiority of construction of their spring hinges.

What Co-operation Did in the Sale of Electric Ranges

How a Brantford dealer put on a sale of ranges and disposed of 56 in a short time. This article gives a number of useful hints on how to carry on sales, and is a good example of what co-operation will accomplish.

EDITORIAL CORRESPONDENCE

THE Lyons Electric Co., Brantford, of which A. C. Lyons is manager, recently put on an electric stove sale which was attended with great success. They have shown themselves "live wires" in the electrical trade in initiating business, and the following article should be read with considerable interest.

"At the outset," said Mr. Lyons, "it may be stated that Brantford (population about 25,000), known as a workingman's town, has been pretty well stripped of its wage earners and spenders, by extra heavy enlistments. This coupled with general war times prices on all commodities, made the task of interesting anyone in an expenditure of fifty or more dollars, no small one. In addition to this we had practically no local references on these electric ranges, and local dealers in gas and coal stoves derided our advertising without mercy.

Selected a Stove on Its Merits

"Having been in business continuously for the past 17 years, we had a reputation to maintain, and needless to say, before commencing the campaign we did considerable investigating as to the merits and possibilities of electric ranges, the cost of installation on two and three wire services, operation on local rates, etc., as we could not afford to identify ourselves with something we did not believe in thoroughly, and could offer to our public with every confidence.

Made Arrangements With Electric Stations

"This settled, our next move was to interview the local Hydro Commission, and the manager of the Western Counties Co., to find out if they would co-operate with us on a special four weeks campaign, not in the way of reducing their rates, but in bearing part of the cost of interior installation which ran from \$18.00 to \$45.00. We offered to do all the advertising at our expense, and to sell the stoves at a trifling margin on cost. After some discussion it was arranged that the customer be charged \$9.00, and the Central Station Co. would pay to us the balance.

"It must be understood that great concessions all around had to be made to get these stoves into the homes, so that the public by actual use would know how cheap they were to operate as compared with gas or coal. We figured that every stove sold would sell ten or more for us in the future at the regular rates. Reports on sales made by those who have had their first month's bills, fully justify our expectations.

Opposition Overcome

"We bumped into one peculiar affair, which took us before the police magistrate. In our first large advertisement we set out to sell 200 stoves, giving six free, in this way,—numbering the sales, we would refund the purchase price at the end of the campaign, on those who purchased the 4th, 19th, 38th, 84th, 125th, 215th ranges. The numbers being taken from the local battalions. The gas and coal stove dealers must have felt that their business was going to suffer seriously as complaint was laid with the police, and we were

compelled to withdraw this proposition, but we retaliated by lowering the price of all ranges 5 per cent., which amounted to the same thing, and everybody benefited who purchased.

"We did not sell 200 ranges, but we did sell 56, and every purchaser is delighted with the results."

Low Cost of Operation

"The electric companies had a hard job to get large meters, consequently we can give you but a limited number of bills which have been in a full month. The following sums include the lights as well as the range, also the electric toaster, iron, etc., and in the case of the man whose bill is \$3.90 the use of two electric heaters, he also has occasionally kept the oven elements going with the door open to heat the kitchen.

"Monthly bills:—\$2.64, \$2.29, \$2.02, \$2.13, \$3.05, \$2.75, \$2.10, \$1.27, \$1.67, \$2.78, \$3.90, \$1.38, \$1.49.

"These amounts are almost unbelievable, as these ranges were the large cabinet type with four holes and upper oven, containing double elements. Personally, we have not verified them by reading the meters ourselves, but had the company's meter man and solicitor get us these figures. The last two items, \$1.38 and \$1.49, were handed in to us by customers who had received their regular bills, and we are satisfied all the amounts are correct as given. In another month we will have further amounts and fuller confirmation.

Campaign Was Successful

"We regard the campaign as successful in every way, but it was only made possible by the co-operation of all the interests involved. The makers of the stoves might have done better for us, we think, in the way of reduced prices, and in any future campaign we would require concessions from them, where we paid all the advertising.

"We took an absolutely neutral stand so far as the central stations were concerned, the purchaser connecting to whom he pleased. We discouraged solicitors of either company from bothering the customer. If he had Hydro in for lights he generally took Hydro for the stove, etc. It was realized by each company here that the sale of every range, even if connected to a competitor's wires, helped sell ranges for his own circuits. We also requested that neither company during the campaign, attempt to sell ranges themselves, but refer enquiries to us, and they also co-operated with us in this.

"Yours faithfully,

"LYONS ELECTRIC CO.

"Per A. C. Lyons, Mgr."

Are you keeping up to your schedule of sales outlined at the beginning of the year? Keep timing yourself as you go along to make certain that you are doing sufficient business each month to reach your expected total at the end of the year.

PREVAILING MARKET PRICES

Toronto, June 12

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS

Aluminum, per lb.	0 68
Antimony, per lb.	0 38
Brass rods, ½ to 1 inch. .	0 55
Sheets, up to 20 gauge. .	0 60
Tubing, 1 inch base.	0 50
Copper, ingots, casting. .	0 32
Sheets, plain, 14 oz. .	0 45
base	0 54
Sheets, tinned, 14 oz. .	0 54
base	0 57
Sheets, planished, 14 oz. .	0 46½
base	0 46
Bars, round ½ to 1 in. .	0 46

Black Sheets, 28 gauge base,	
Toronto	4 00
Montreal	4 10

Canada Plates—	
Ordinary, 52 sheets, To-	
ronto	4 50
All bright, 52 sheets. .	6 30
Galvanized Apollo Gorbals	
18x24x52	6 25
60	6 50
20x28x80	6 75
20x28x80	13 50

Galvanized Sheets (Corrugated)	
7½ p.c. off.	

22 gauge, per 100 sq. ft. .	9 00
24 gauge, per 100 sq. ft. .	8 00
26 gauge, per 100 sq. ft. .	6 00
28 gauge, per 100 sq. ft. .	5 50

"Premier" galvanized steel	
sheets (f.o.b. Hamilton or	
Toronto)	

10½ oz.	7 05
U.S. No. 28	6 75
U.S. No. 26	6 45
No. 22 and No. 24	6 30
No. 18 and No. 20	6 10
No. 16 ga.	5 95
No. 14 ga.	5 75

25c. more in less than 5 bdl. lots.	
Galvanized Sheets, Fleur	
de Lis Head	

16-20 gauge	6 65
22-24 gauge	6 80
26 gauge	6 95
28 gauge	7 25

Apollo brand	Toronto
24 gauge	6 10
26 gauge	6 25
28 gauge	6 50

10½ oz., equal to 28	
Eng.	6 75
25c. more for less than case lots.	
Toronto	

Bar Iron, per 100 lb. . . .	3 00
Refined horseshoe iron. .	3 00
Sleigh shoe and mild	
steel	3 00
Tire steel	3 25

Lead, Canadian pig	9 50
Sheets, base, 3½ lbs. sq.	
ft.	12 50
Pipe	14 00
Waste pipe	15 00

Traps and bends	5 p.c. off
Solder, guaranteed, lb. . .	0 28½
Spelter, foreign, per 100	
lb.	20 00

Sheet zinc, 5 cwt. casks. .	31 00
Tin ingots, 100 lbs. . . .	53 00
Tin Plates, charcoal—	
M L S and Famous	Per box

I O, 14x20 base	8 00
I X, 14x20 base	9 00
I X X, 14x20 base	10 25

"Dominion Crown Best"—Re-	
tinued.	
I. C. 14x20 base	7 75
I X, 14x20 base	8 75
I X X, 14x20 base	9 75

"Allaway's Best"—Standard	
Quality.	
I O, 14x20 base	7 75
I X, 14x20 base	8 75
I X X, 14x20 base	9 75

Bright Ookes, Bessemer Steel.	
I O, 14x20 base	6 50
Terne Plates.	
I O, 20x28, 112 sheets	11 00

Tinned Iron.

72x30 up to 24 gauge. .	
case lots	14 25
72x30 up to 26 gauge. .	
case lots	14 75

Scrap Metal, Dealers' Buying	
Prices—	
Heavy Copper and Wire, .	
lb.	0 20½
Heavy brass	0 15½
Light brass	0 12
Heavy lead	0 06
Thin lead	0 05½
Scrap zinc	0 12½
Old wrought iron.	0 10½
Cast scrap iron	0 14½
Stove plate	0 10½

Iron Pipe, per 100 feet—	
Black base, 1 inch	6 97
Galvanized base, 1 inch	11 31

Iron Pipe Fittings—	
Canadian malleable, 25, stand	
ard bushings, 60; flanged un-	
ions, 60; malleable bushings,	
60; nipples, 72½; malleable	
lipped unions, 60; plugs, 60.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 65; 7 and 8 in.	
pipe, 45 off.	

PAINTS AND GLASS	
Chemicals, in casks, per lb.—	
Arsenate of lead, dry. . .	0 35

Colors in Oil—	
Venetian red, 1 lb. tins, .	
pure	0 13
Chrome, yellow, pure . . .	0 35
Golden ochre, pure	0 16
French ochre, pure	0 15
Chrome green, pure	0 15
French permanent green, .	
pure	0 20
Marine black, 25 lb. . . .	0 07
irons	0 07
Signwriters' black, pure .	0 22

Glue, in sheets (prices off) .	
1 lb. pkgs (Brantford) . .	0 28
Petroleum—	

Can. prime white, gal. . .	0 13½
U.S. water white	0 17
U.S. Pratt's astral	0 17½
Castor Oil, per lb., in . .	
bbls.	0 35

Motor Gasoline, single	
bbls.	0 33
Benzine, per gal., single	
bbls.	0 31½

Paris Green—	
1 lb., 100s.	0 43½
Putty—	
Bulk, 100 lb. drums . . .	3 00
Bladders in barrels . . .	3 40

Ready Mixed Paints—	
Per gal., qt. tins 1 85 . .	2 65
Red Lead (Dry)—	
Genuine, 560 lb. casks, .	
per cwt.	13 50
Genuine, 100 lb. kegs, .	
per cwt.	13 87½

Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels	0 69
Linseed Oil, single bar-	
rel, raw	0 81
Linseed Oil, single bar-	
rel, boiled	0 84

Rosin, "G" grade, bbl. . .	7 00
per 280 lbs.	
Varnishes, per gal. cans—	
Carriage, No. 1	1 60
Pale durable body	3 60
Finest elastic gearing. . .	3 10
Elastic oak	1 70
Furniture, polishing . . .	2 10
Furniture, extra	1 30
Furniture, No. 1	1 25
Light oil finish	1 40
Gold size japan	2 10
Turps brown japan	1 45
Baking black japan	1 45
Crystal Damar	2 60
Pure asphaltum	1 50
Oilcloth	1 60

Lighting dryer	1 15
Pure white shellac var-	
nish, in barrels	2 20
Pure orange shellac var-	
nish, in barrels	2 05

White Lead—	
Canadian pure,	
ton lots	13 50
Canadian pure,	
less than tons	14 55

Window Glass—	
United Inches	
Star	D.D.
Under 25	7 80
26 to 34	8 15
35 to 40	8 50
41 to 50	11 75
51 to 60	12 25
61 to 70	13 19
71 to 80	14 75
81 to 85	22 75
86 to 90	24 35
91 to 95	25 00
95 to 100	29 00

Toronto, 30 p.c.	
Miscellaneous—	
Beeswax, per lb.	0 50
Pine tar, ½ pt. tins, doz. .	0 65
Plaster of Paris, bbl. . . .	2 50
Paris white, bbls.	1 75
Whiting, gliders, bolted .	1 60
Whiting, plain	1 50

HEAVY HARDWARE	
Chain—Proof coil, per 100 lb.:	
¾ in., \$9.45; 5-16 in., \$9.10; ¾	
in., \$8.35; 7-16 in., \$7.15; 1½	
in., \$6.95; 9-16 in., \$6.95; ¾	
in., \$6.80; ¾ in., \$6.70; ¾ in.,	
\$6.55; 1 in., \$6.40.	

Forges—	
Blacksmith's portable, . .	
135 lbs.	9 85
Horse Nails—	
\$2.65 per box base No. 9;	
Sampson No. 10 base, \$2.25.	
Less 10 p.c.	

Horsehoes—Iron, light and	
medium No. 1 and smaller.	
\$4.65; No. 2 and larger, \$4.40;	
snow pattern, No. 1 and smaller,	
\$4.90; No. 2 and larger, \$4.65;	
"X.L." new light steel, No. 1	
and smaller, \$5.10; No. 2 and	
larger, \$4.85; "X.L." feather	
weight steel, No. 0 to 4, \$6.25;	
special countersunk steel, No. 0	
to 4, \$6.75 pkg.; toe-weight, all	
sizes, \$7.25.	

Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.40;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.60	
per box. 25-lb. boxes.	

Wire Nails, base	3 65
Cut nails—Montreal, \$3.40; To-	
ronto, \$3.40.	
Miscellaneous wire nails, 65 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$3.90.	

Hay Baling Wire (annealed)—No.	
12 and 13, \$4.00; No. 13½,	
\$4.10; No. 14, \$4.25; No. 15,	
\$4.50, in lengths 6 ft. to 11 ft.,	
10 per cent., other lengths 20c.	
per 100 lbs. extra.	

Clothes Line Wire—No. 19, \$3.25,	
six strand.	
Coiled Spring Wire—	
High Carbon, No. 9, \$4.60; No.	
12, \$4.70, Montreal.	

Fine Steel Wire—15 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	

Poultry Netting—Discount 25 p.c.	
on 1 and 2 in. mesh.	
Smooth Steel Wire—Base, \$3.60	
Wire Fencing, car lots—Toronto	
Galvanized, barb	4 55
Galvanized, plain twist. .	4 35
Fence Staples—Bright, \$4.15, gal-	
vanized \$4.95.	

Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$8.35;	
1 inch, \$24.05.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$6.90; inch, \$21.30.	
Per 100 feet f.o.b. Toronto.	

Vises, per lb.	0 12
Hinged pipe vise, 25 lbs. .	3 55
Saw vise	4 50
Blacksmiths', 60; parallel, 45	
per cent.	

GENERAL HARDWARE	
Adzes—Carpenters'	
per doz.	12 50
14 00	

Axes—Single bit,	
per doz.	6 75
Double bit, per	9 50
doz.	10 50
Beach axes	9 60
Broad axes	22 75
Hunters' axes	5 00
Boys' axes	5 75

Lathing	
hatchets	4 70
Shingle hatchets, doz. . .	10 00
doz.	7 20
Claw hatchets, doz. . . .	8 50
Barrel hatchets	5 50

Ammunition—Remington Arms Co.	
M.C. Co., Reale discounts East-	
ern Canada 22 Short Leamok,	
22 Long Leamok and Smokeless,	
30 and 5 p. c. off; 22 Short	
Smokeless, 40 and 5 p. c. off; 22	
Long Rifle Leamok and Smoke-	
less, 20 p. c. off; 41 Swiss	
Ball and Shot Cartridges, 26½	
p.c. advance; all other R. F.	
Ball Cartridges, 15 p.c. off;	
all other R. F. Shot	
Cartridges, 20 and 15 p. c. off;	
Centre Fire Pistol and Rifle Ball	
Cartridges, 15½ p.c. advance;	
Centre Fire Pistol and Rifle Shot	
Cartridges, 4 p.c. off; Centre	
Fire Military and Sporting Ball	
Cartridges, 26½ p.c. advance;	
Centre Fire Military and Sport-	
ing Shot Cartridges, 15 p.c. ad-	
vance; Primed Shells and Bul-	
lets, 20 p.c. advance; Brass shot	
Shells First Quality 30—10 p.c.	
off; Brass Shot Shells, Second	
Quality, 45 p.c. off; Loaded	
Paper Shot Shells, New Club,	
15 p.c. off list; Nitro Club and	
Remington, 20—5 p.c. Arrow,	
25—10 p.c. Ball caps, B.B.	
Caps, \$2.30 per M net; C.B.	
Caps, \$2.95 per M net; Blanks:	
R. F. 22 Short, \$2.30 per M net;	
R. F. 32 Short, \$3.75 net; C. F.	
32 STW., \$8.25 per M net; C.	
F. 38, STW., \$10.45 net.	

Smokeless, Grand Prix, Eley, 20	
and 5 p.c.; "Crown" Black	
Powder, 10 and 5 p. c. "Sov-	
ereign" Bulk Smokeless Pow-	
der, 17½ p. c.; "Regal"	
Dense Smokeless Powder 17½	
per cent. "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder, 15 per cent.; Cannon	
Smokeless, 15 and 2½ p. c.;	
Empty shells, 27½ p.c.; 90 days	
net.	

Shot standard, 100 lbs. Toronto,	
\$14.50; Montreal, \$14.25; net	
extras, as follows, subject to cash	
discount only: Chilled, \$1.50;	
buck and seal, 80c.; No. 28 ball,	
\$1.20 per 100 lbs.; bags less	
than 25 lbs., ¼c. per lb.; f.o.b.	
Montreal, Toronto, Hamilton,	
London, St. John and Halifax	
freight equalized.	

Long Rifle Lesmok and Smoke less, 20 p. c. off; 41 Swiss Ball and Shot Cartridges, 25 1/4 an advance; all others, 25 1/4	
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Canadian Trade News

The Acme Steel Goods Co. of Canada, Ltd., Montreal, has been incorporated.

The Dominion Glass Co's plant at Chatham, Ont., was damaged by fire on June 3.

The Canada Stove & Foundry Co., Ltd., Montreal, has been incorporated with a capital of \$1,500,000.

Beatty Bros., (Fergus, Ont.) have added to their St. John branch sales staff, J. H. Scribner and W. G. Hachey.

Tuttle & Bailey Mfg. Co., of Canada, Ltd., has been granted a provincial license to do business in British Columbia.

The Sanitary Heating & Ventilating Co. has been incorporated at Ottawa, to make electrical and heating appliances.

Richard Hadden, hardware dealer, Picton, Ont., has returned from a two-months' visit to the San Diego, Cal., exposition.

Geo. R. Barton, superintendent of Lewis Bros., Montreal, was married recently, to Miss C. Channel, of Sydney, Australia.

The Dominion Stove & Foundry Co., Penetang, Ont., is adding an extension to its plant, and when completed will make furnaces.

St. John, N.B., has adopted the daylight saving scheme. London, Toronto, and other Ontario cities are considering the proposition.

The young son of John Caslor, hardware dealer on

Queen West, Toronto, and treasurer of the O. R. H. & S. D. A., died recently at his home. Canadian Hardware Journal and its staff extend its sympathy.

A. A. Bittues, managing director of the Gillette Safety Razor Co., of Canada, was married recently to Miss M. O'Brien, of Moncton, N.B.

James Glenister has been appointed manager of the wholesale plumbing and heating department of the J. H. Ashdown Hardware Co., Winnipeg.

The Department of Trade and Commerce, Ottawa, report openings in France for manufacturers of anvils, machine-made screws, vises and mattocks.

Gordon Brown & Co., has been incorporated at Vancouver, with a capital of \$20,000, to take over the hardware business of John M. and Gordon Brown.

Westman Hardware, Ltd., London, Ont., with a capital of \$40,000, has been incorporated to deal in hardware, paints, stoves, etc. The provisional directors are Albert Westman, A. E. Westman and E. W. Stickney.

MARKET NOTES

Pig iron of all descriptions has been prohibited exportation to any destination from Great Britain, by a recent proclamation.

* * *

The Cockshutt Co. have increased prices on binders \$10, mowers, \$5, and rakes, \$3 to \$4.

WORLD CONGRESS OF SALESMEN

A world's salesmanship congress will be held in Detroit, Mich., from July 9 to 13.



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When the consumer buys Brushes or Brooms—he wants to get as long service from them as is possible and also wants the kind that are adapted to his or her particular requirement.

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Thos. Davidson Mfg. Co., Montreal.

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The Alabastine Co., Paris, Ont.

ALUMINUM

Northern Aluminum Co., Toronto.

ALUMINUM WARE

McClary Mfg. Co., London.

Northern Aluminum Co., Toronto.

Sheet Metal Products Co., Toronto.

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Dominion Cartridge Co., Montreal.

Remington U.M.C. Co., Windsor.

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Thos. Davidson Mfg. Co., Montreal.

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E. T. Wright Co., Ltd., Hamilton.

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Burrowes Mfg. Co., Toronto.

Wm. Cane & Sons Co., Newmarket.

Soren Bros., Toronto, Ont.

Thomas Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

E. T. Wright Co., Ltd., Hamilton.

AUGERS—Post Hole

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville, Ont.

AUTOMOBILE ACCESSORIES

Kuhne-Anderson Mfg. Co., Port Hope.

Kinsinger & Bruce Co., Niagara Falls.

McKinnon Dash Co., St. Catharines.

AXES

James Smart Mfg. Co., Brockville.

Welland Vale Mfg. Co., St. Catharines.

AXE WEDGES

Taylor-Forbes Co., Guelph.

AXLE PULLEYS

Taylor-Forbes Co., Guelph.

BABBITT METAL

Canada Metal Co., Toronto.

BAGS AND SACKS

Scythes & Co., Toronto.

BAKE AND PASTRY BOARDS

Wm. Cane & Son, Newmarket.

Stratford Mfg. Co., Stratford.

Meakins & Sons, Ltd., Hamilton.

Taylor-Forbes Co., Guelph.

BALE TIES

Laidlaw Bale-Tie Co., Hamilton.

Stanley Works, New Britain, Conn.

BARN DOOR HANGERS

Canada Steel Goods Co., Hamilton.

Taylor-Forbes Co., Guelph.

Chicago Spring Butt Co., Chicago.

Canadian Yale & Towne, Ltd., St. Catharines.

BASKETS—Clothes

Meakins & Sons, Hamilton.

BATH PLUGS

The Goolyside Fire & Rubber Co. of Canada, Limited, Toronto.

BATHROOM FITTINGS

Gendron Mfg. Co., Toronto.

Kinsinger & Bruce, Niagara Falls.

Canada Metal Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

BELLS—Ship-going Bells and Pulls

James Morrison Brass Mfg. Co., Toronto.

BELLS—Farm

Taylor-Forbes Co., Guelph.

Exeter Mfg. Co., Exeter.

BELTING—Cotton Duck

Dominion Belting Co., Hamilton.

BELTING—Rubber

Gutta Percha & Rubber Ltd., Toronto.

BELTING—Leather

Sadler & Haworth, Montreal.

BIRD CAGES

Thos. Davidson Mfg. Co., Montreal.

E. T. Wright Co., Ltd., Hamilton.

BITS

McKinnon Dash Co., St. Catharines.

BOILERS—Kitchen Range

Canada Metal Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

McClary Mfg. Co., London.

Gurney Foundry Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

BOILERS AND RADIATORS

Clare Bros. & Co., Preston.

Gurney Foundry Co., Toronto.

Pease Foundry Co., Toronto.

Taylor-Forbes Co., Guelph.

BOLTS AND NUTS

Steel Co. of Canada, Ltd., Hamilton.

BOX HINGES AND STRAPPING

Stanley Works, New Britain, Conn.

BRACES AND BITS

E. C. Atkins & Co., Hamilton.

Stanley Rule & Level Co., New Britain, Conn.

North Bros. Mfg. Co., Philadelphia.

BRACKETS—Shelf

Stanley Works, New Britain, Conn.

Taylor-Forbes Co., Guelph.

BRASS GOODS

Canada Metal Co., Toronto.

Jas. Morrison Brass Mfg. Co., Toronto.

Kinsinger, Bruce & Co., Niagara Falls.

BREAST DEILLS

North Bros., Philadelphia.

Stanley Rule & Level Co., New Britain, Conn.

BRUSHES

Boeckh Bros. Co., Toronto.

Meakins & Sons, Hamilton.

BURLAPS

Scythes & Co., Toronto.

BUILDERS' HARDWARE

Stanley Works, New Britain, Conn.

James Smart Mfg. Co., Brockville.

Hamilton Stoye & Heister Co., Hamilton.

Bommer Brothers, New York.

Taylor-Forbes Co., Guelph.

Canadian Yale & Towne, Ltd., St. Catharines.

Chicago Spring Butt Co., Chicago.

Springer Lock Mfg. Co., Belleville.

BURNERS

Ontario Lantern & Lamp Co., Hamilton.

James Morrison Brass Mfg. Co., Toronto.

BUTCHER KNIVES

Taylor-Forbes Co., Guelph.

BUTTS—Spring

Bommer Bros., Brooklyn, N.Y.

Stanley Works, New Britain, Conn.

Chicago Spring Butt Co., Chicago.

Taylor-Forbes Co., Guelph.

BUTTS AND HINGES

Chicago Spring Butt Co., Chicago.

Taylor-Forbes Co., Guelph.

CAMP STOOLS AND CHAIRS

Stratford Mfg. Co., Stratford.

McKinnon Dash Co., St. Catharines.

Otterville Mfg. Co., Otterville.

CAMP STOVES

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

James Stewart Mfg. Co., Wood stock.

CANS—Milk

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

CARBON LAMPS

Canadian Tungsten Lamp Co., Hamilton.

CARPENTERS' CLAMPS

Taylor-Forbes Co., Guelph.

CARRIAGE HEATERS

Chicago Flexible Shaft Co., Chicago.

CARTRIDGES—Metallic

Remington Arms—Union Metallic Cartridge Co., Windsor.

Dominion Cartridge Co., Montreal.

CASEMENT ADJUSTERS

Canadian Yale & Towne, Ltd., St. Catharines.

CATTLE LEADERS

Taylor-Forbes Co., Guelph.

CHAIN BOLTS

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

CHAIR LADDERS

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.

Stratford Mfg. Co., Stratford.

CHAIN—Brass & Copper

James Morrison Brass Mfg. Co., Toronto.

CHAINS—Steel

Steel Co. of Canada, Hamilton.

B. Greening Wire Co., Hamilton.

CHALK

A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

CHURNS—Barrel or Revolving

Beatty Bros., Fergus, Ont.

J. H. Connor & Sons, Ottawa.

Cumner-Dowsell Co., Hamilton.

Maxwells, Ltd., St. Mary's.

CLAMPS

Taylor-Forbes Co., Guelph.

National Machinery & Supply Co., Hamilton.

Henry Disston & Sons, Toronto.

CLOCKS

Western Clock Mfg. Co., La Salle, Ill.

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CLOTHES LINE PULLEYS

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CLOTHES MANGLES

Cumner Dowsell, Ltd., Hamilton.

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Wm. Cane & Son, Newmarket.

McFarlane Ladder Works, Toronto.

Otterville Mfg. Co., Otterville.

Stratford Mfg. Co., Stratford.

CLOTHES LINE PROPS

Otterville Mfg. Co., Otterville.

CLOTHES LINE WIRE

Steel Co. of Canada, Ltd., Hamilton.

CLOTHES REELS

Taylor-Forbes Co., Guelph.

CLOTHES PINS

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Galt Stove & Furnace Co., Galt.

Steel Trough & Machine Co., Tweed.

Metal Shingle & Siding Co., Preston.

COBBLER SETS

Taylor-Forbes Co., Guelph.

CONDUCTOR PIPE

See Eave-trough.

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Dominion Register Co., Toronto.

COUNTER YARD MEASURES

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Taylor-Forbes Co., Guelph.

COW TIES AND CHAINS

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E. T. Wright Co., Ltd., Hamilton.

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Otterville Mfg. Co., Otterville.

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Cneida Community, Ltd., Niagara Falls, Ont.

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Gurney Foundry Co., Toronto.

McClary Mfg. Co., London.

James Smart Mfg. Co., Brockville.

Taylor-Forbes Co., Guelph.

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DIES

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Wayne Oil Tank & Pump Co., Woodstock, Ont.

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FENCING—Woven WireMcGregor Banwell Fence Co., Walkerville.
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Metal Shingle & Siding Co., Preston.

FLAGS

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Metal Shingle & Siding Co., Preston.

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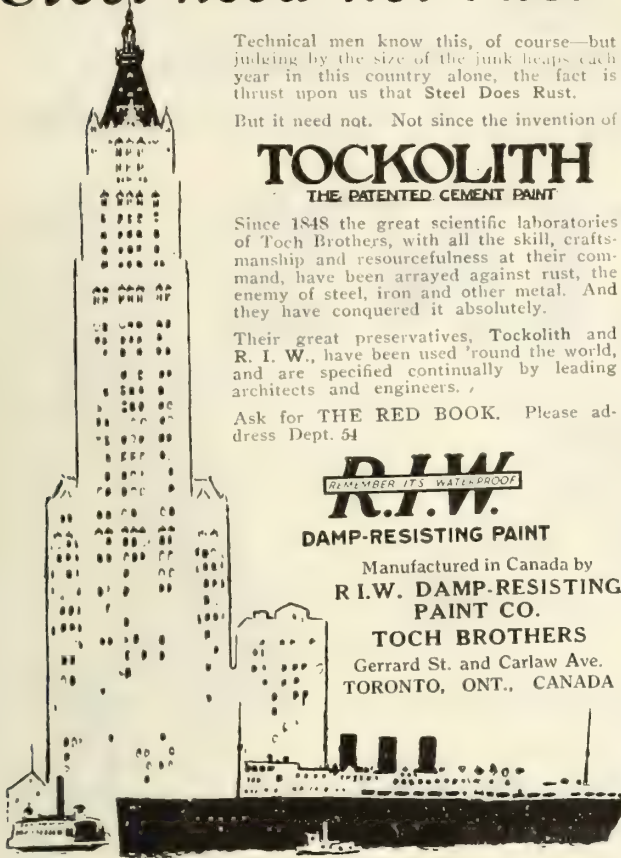
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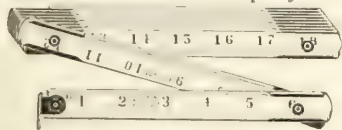
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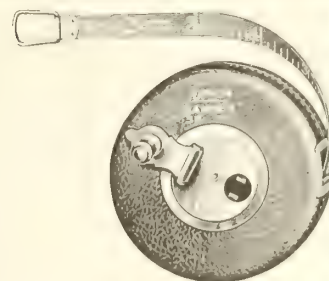


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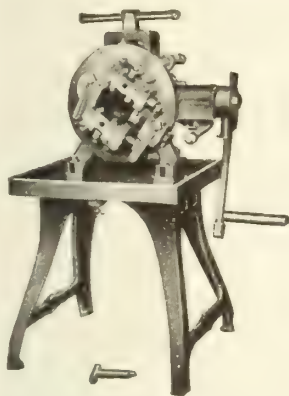
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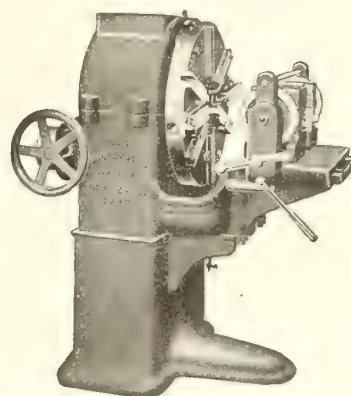


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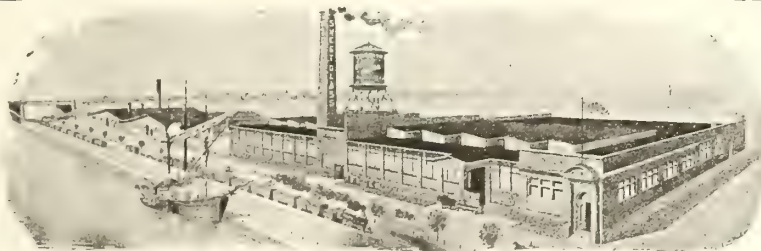
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Vol. 8

TORONTO, JULY, 1916

No. 7

"Steel Grip" Painter's Brushes



To properly and evenly spread paint or varnish it is necessary to have a Brush constructed so that the Bristles converge to the centre, as shown in cut A. This produces an elastic and resilient action—a feature demanded by the best practical painters, who know from long experience the advantage of using this type of Brush.

This result can only be obtained in the swell or oval-faced compressed "STEEL GRIP" ferrule construction (Patented 1910), which entirely overcomes the spreading of Bristles which is more or less found in Brushes made with a straight or flat-sided ferrule (see cut B) and also is often exaggerated by manufacturers to give the Brush the appearance of size with a less amount of Bristles. Besides, by compressing the ferrules, the Bristles are so firmly gripped that it is impossible for them to come out.

"STEEL GRIP" Brushes are most economical to use, as, on account of their high quality and general efficiency, they give long and satisfactory wear.



The Boeckh Bros. Company, Ltd.
TORONTO, CANADA

Separating the Sheep from the Goats

BY CHARLES L. BENJAMIN

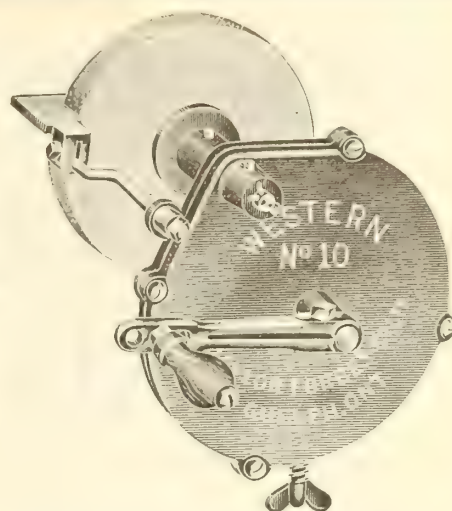
To the salesman behind the counter, the salesman of the distributor, advertising brings the customer and it brings him in a state of mind favorable to the thing advertised. For the traveling salesman, the salesman of the manufacturer, advertising not only paves the way for a favorable reception but indicates by the response it produces where orders are most likely to be found. Guided by these indications the salesman wastes no time in haphazard calls, but having discovered the one hundred people out of ten thousand, let us say, who are interested in the goods he has to sell, he passes by those who have no order waiting for him and goes straight to those that have. Figure out for yourself how long it would take him and how much it would cost the manufacturer to have the salesman discover for himself without the aid of advertising, these one hundred customers out of ten thousand prospects.

Take ten thousand brass screws and a hundred carpet tacks. Dump them into a box and shake thoroughly. Then see how long it takes you to pick out the carpet tacks. Try the experiment once more, but this time use a magnet. The carpet tacks are attracted by the magnet, the brass screws are not. The purchase of the magnet has certainly subjected you to some additional expense, but think of the increased efficiency; and think of this when you are tempted to economize by discontinuing your advertising. You are throwing away your magnet! At an expense for advertising comparatively small, when compared to your total overhead, you can instantly separate from the great mass of people who are not interested in your proposition the few who are interested. And this is one of the chief functions of advertising, to separate the unlikely purchasers from the likely ones, to enable you and your salesmen to concentrate on possible purchasers who are **NOW** interested in what you have to offer them, instead of wasting time calling on hundreds of people who are not at present in the mood to do business with you, and who may never be.

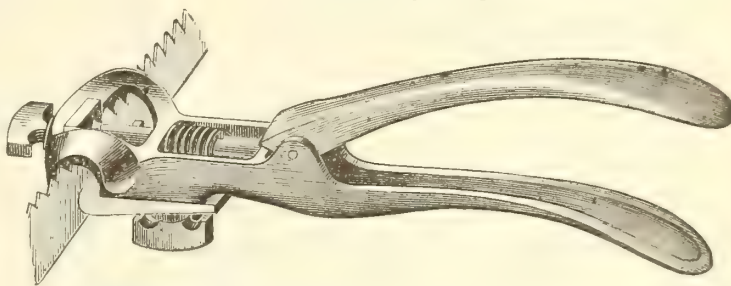
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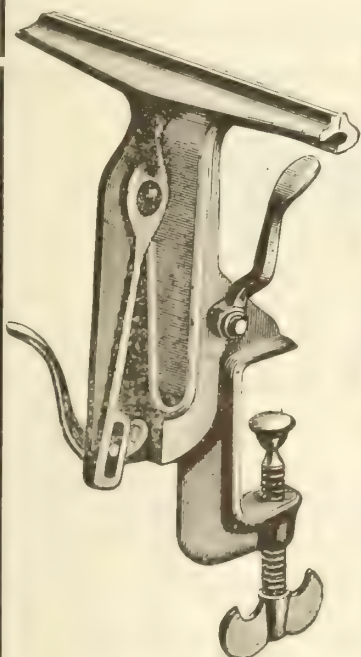
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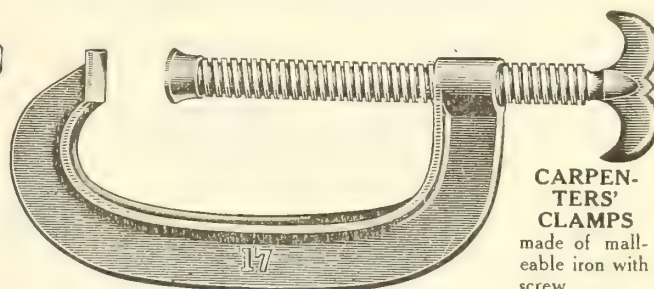
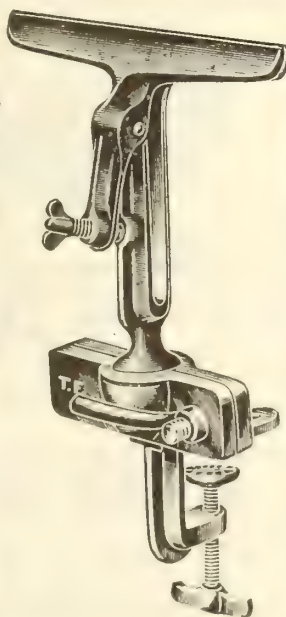
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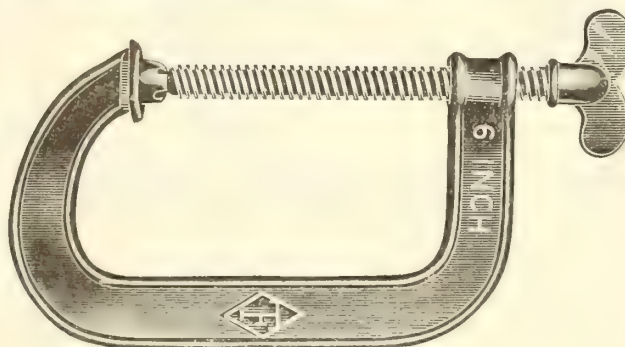
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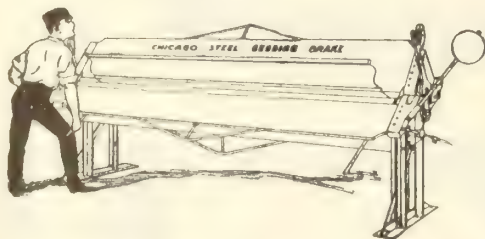
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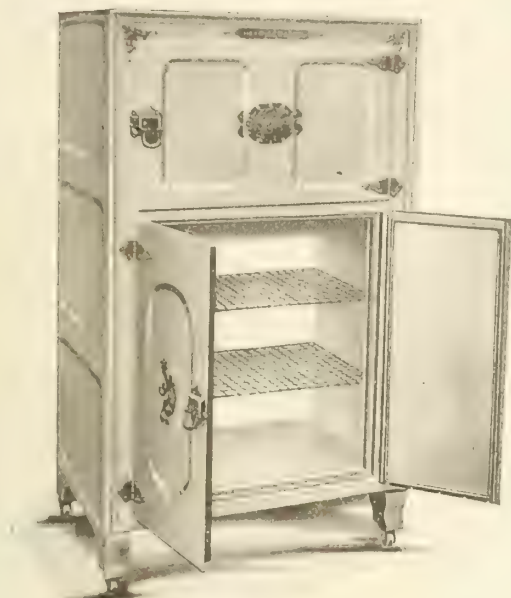
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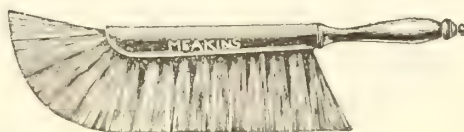
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TORONTO

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"Hello, Johnson's store? I'd like to try that Du Pont Hand Trap you have in your window. I'll get some of the boys together and we'll take it to the camp."

RENT HIM THE

DU PONT

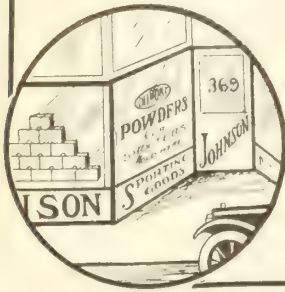
Hand Trap

for a trial at the club, in camp, on the boat, or near the sportsman's home. Every rental means more profit on the trap and a sale of shells and targets.

GET HIM STARTED IN THE GAME

Put a trapshooting supplies trim in your windows. Catch the public eye. Tie your store to our promotion of trapshooting. Start the guns to working—renting the **Hand Trap** is a "sure shot" scheme. **Try it.** Busy guns put dollars in your tills.

Order Du Pont Hand Traps of Dominion Cartridge Co. Montreal. For Window Cards and Trapshooting Promotion Helps, write to Sporting Powder Division.



**E. I. DU PONT
DE NEMOURS & CO.**

Wilmington - Del., U.S.A.

"You're welcome to the trap. Come in and we'll fix you up for the shoot."



Mr. Dealer: Here's Your Chance to Make Your Store Headquarters for Best Trade.

PEERLESS Poultry Fencing

Not Mere Poultry Netting



Here is a fence you can sell.

Stands up straight, stretches flat, all wires of even length.

Made of Open Hearth Steel Fence Wire—tough, elastic, strong—will not warp or break under shock or gnawing attacks. Our method of weaving process rust. Will not flake or chip off. The joints are securely held with the "Peerless Lock" and can be erected on the most uneven ground without labor, sag, sagging or kinking. The heavy stay wires prevent sagging and require only half as many posts as other fences. Keeps all animals out, even the smallest chicks, they can't get through.

Valuable Territory Open to Good Dealers

We still have many fine openings for good reliable dealers. If you want to be the leading fence dealer in your locality, write at once. Never has there been a better time to sell quality fencing. You can make your store headquarters for the best trade. Don't fail to write and get our Dealer's Proposition. **THE BANWELL-HOXIE WIRE FENCE CO., Ltd.** Winnipeg, Man. Hamilton, Ont.

A Year of



Galvanized Steel Sheets

(Made-in-Canada)

Equals a year of Service and Satisfaction. We started up just a year ago, and with your help we have kept in steady operation, while many old established plants closed down. We hope to serve you even better the coming year.

If we don't it will be your fault.

Dominion Sheet Metal Co.

Hamilton

Limited

Canada

—wide steps and top steps strongly trussed



Trussed Step

Giving it a Maximum of Strength and Security

The "Hercules" Step Ladder

Has another exclusive patent feature of much merit in the "Boyer's Faultless Lock," which positively eliminates all danger of the ladder closing while in use.

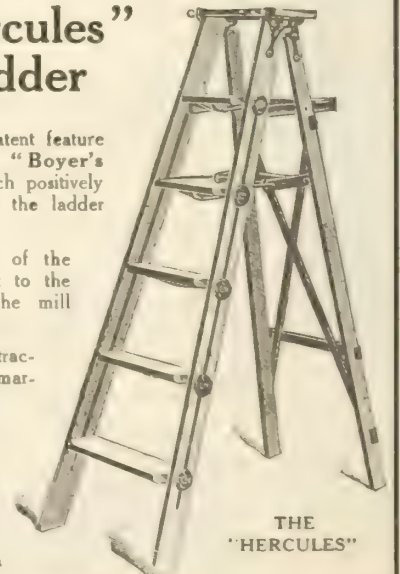
The absolute safety of the Hercules recommends it to the housewife as well as the mill owner or electrician.

This is one of the most attractive, easiest sellers on the market.

A trial is convincing.

The Stratford Mfg. Co., Ltd.

Stratford Canada

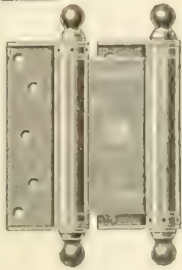


THE "HERCULES"

ONLY

BOMMER

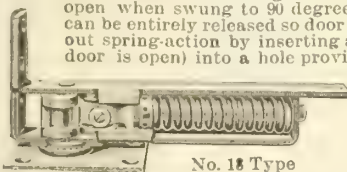
Double Acting
SPRING BUTT
HINGES



have the weight-supporting bearings correctly located to liberate the action of the springs, reducing breakage and increasing spring power, preventing unequal wear of the barrels, and giving practically unlimited durability.

Bommer Floor Surface Spring Hinge
Has Release and Holdback Features
and Ball Bearing and Alignment Device

Suitable for either double-acting or single-acting doors



No. 18 Type

The spring-action can be restored by withdrawing the nail.

Bommer Bros., Manufacturers, Brooklyn, N.Y.

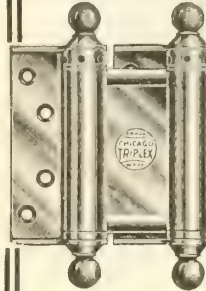
Canadian Representative, Alex. Thurber, 290 St. Paul St.W., Montreal

CHICAGO

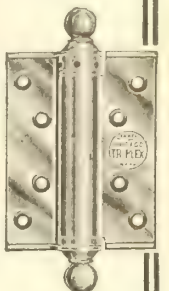
SPRING BUTTS

REPUTATION

The Chicago "Triplex" Spring Butt



has characteristic features of recognized merit, handsome in appearance and dependable for the most severe requirements.



This article has a reputation and selling force which commands the trade, and your stock should be complete.

Chicago Spring Butt Company,

CHICAGO



NEW YORK

Send for Catalogue S29

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.

THE CANADIAN HARDWARE JOURNAL

A BIG DOLLAR'S WORTH FOR THE HARDWARE DEALER

PIN A DOLLAR BILL TO YOUR LETTERHEAD AND MAIL TO

COMMERCIAL PRESS, LIMITED

::

32 COLBORNE STREET, TORONTO



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.



WHY "HAMBRAS" STEPLADDERS are the Best

They occupy less space in your store and can be used in narrow aisles behind the counter where no other ladder could be used.

They move so easily that should they be in the way a gentle push will move them many feet.

You can serve your customers quicker.

Ladders are made in various materials, finishes and prices, to accommodate any demand.

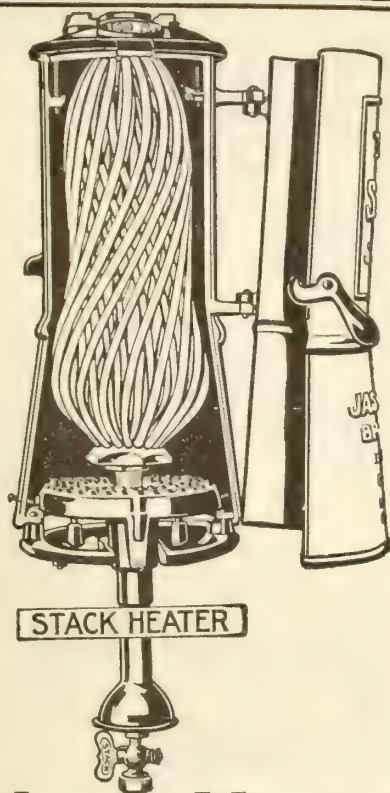
WRITE FOR PRICES

The Hamilton Brass Mfg. Co., Limited
HAMILTON, - ONTARIO

Australia and New Zealand

A well-established representative house having its head office in Sydney, New South Wales, with branches in Melbourne, Victoria, and Wellington, New Zealand, and covering the whole of Australasia at regular intervals with its representatives, is desirous of relations with Manufacturers in this country in all lines except soft goods. Buying Agency preferred. Cash against documents here on London or at Port of shipment when practicable. Correspondence in first instance to "AUSTRALIA," c/o Box No. 922, G.P.O., Sydney, New South Wales, whence cable correspondence will issue.

Send your To "CANADIAN
WANT ADS. HARDWARE
JOURNAL"



THE SECRET OF POWER IN The Stack Gas Water Heater

Why can the STACK produce a hot water service which is far in advance of any other tank heater? The answer is so simple and apparent as to be easily missed.

Hot water naturally rises immediately upward—not sideways, but up—straight up.

The STACK is built more nearly to allow this direct, straightway, upward movement than any other heater.

Test yourself the truth of this statement.

Write for Booklet

EASILY SOLD

BIG PROFITS

James Morrison Brass Mfg. Company, Limited

93-97 Adelaide Street West, TORONTO

Success Breeds Success

Nicholson Files are made by a firm with 50 years' experience, whose annual capacity is 60,000,000 files a year, distributed over 4,000 different patterns.

Nicholson's direct and control every manufacturing process, from raw material to finished file. Their workmen are expert, and their product is acknowledged superior the world over. 90 per cent. of all files sold in Canada are Nicholson-made and are one or other of the Famous Five:

**Kearney & Foot, Great Western,
American, Arcade,
Globe**

(Made in Canada)

If you want more of the file business in your locality, write us for catalogue and a copy of "File Philosophy" and say you would like our assistance, and you will get it.

NICHOLSON FILE CO.

PORT HOPE

(Jobbers Everywhere)

ONTARIO

50
YEARS
IN THE
BUSINESS

OVER
60,000,000
FILES
A YEAR



To the Autoist who knows that the gas in his tank is getting low, the sight of a

BOWSER
ESTABLISHED 1885

"RED SENTRY" CURB PUMP

is as welcome as an oasis to the Arab, or a lighthouse to the sailor.

Did you ever figure how much of this business is hurrying past the door of your store now in a cloud of dust to the next filling station, and how easy it would be for you to stop a large share of it? Whether they are tourists or the better people of your town, this trade is worth trying for because they buy many other things than just gasoline.

The average owner of a Bowser outfit turns his gasoline stock over about 50 times per year. You wouldn't wait long to buy a "show case" for any other line in your store on which you could turn your money over that rapidly—why hesitate about installing a Bowser?

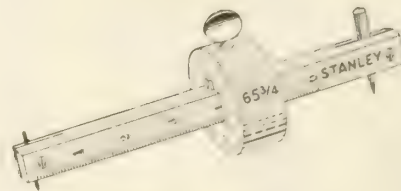
The "Red Sentry" equipment illustrated above is only one of many self-measuring pumps and storage systems we manufacture. We make outfits for handling kerosene, paint, lubricating and volatile oils of all kinds, and a request for descriptive matter and information concerning anything along this line won't obligate you in the least.

S. F. Bowser & Company, Inc.

TORONTO, ONT.

Sales Offices all Centers. Representatives Everywhere.

Stanley Tools



A New Stanley Marking Gauge

It embodies a new feature consisting of a pencil inserted in the opposite end of the bar from the steel marking point.

The pencil has not the same tendency to follow the grain as has the steel point, and in addition, makes an easily distinguishable mark.

Both Steel Point and Pencil can be adjusted for length and readily removed for sharpening.

The Gauge is made of Boxwood—has Brass Thumb Screw, Brass Shoe and Brass Face Plate.

We are recommending this new Gauge for school work.

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.

CANADIAN HARDWARE JOURNAL

JAMES O'HAGAN,
EDITOR

GEO. H. HONSBERGER
ADVERTISING
MANAGER

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32 Colborne Street, Toronto, Canada

JOHN FIRSTBROOK, PRESIDENT; D. O. MCKINNON, GENERAL MANAGER; W. L. EDMONDS, CONTRIBUTING EDITOR
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Motoring; Canadian Furniture World and The Undertaker; The Retail Grocer and Provisioner
Retail Druggist of Canada; The Electrical Dealer and Contractor; The Canadian Clay-Worker

“Cells” and “Sells”

Consider these facts before you decide to change your advertising policy:

When a firm advertises a brand of merchandise it thereby pre-empt's certain brain cells in the minds of a certain number of people.

Those cells, in each brain, store away the arguments in favor of that brand; and become factors in inducing their owner to purchase the advertised, branded merchandise.

Now, along comes War, with all its unsettling of business, all its disturbance of trade; and the manufacturer, faced with the apparent advisability of saving money, begins to consider whether advertising is one of the features on which he can retrench.

But let him cease advertising—and soon, very soon, the public will begin to waver and drift away to other brands. Stop the appeal to those brain cells and soon, very soon, the cells will forswear their allegiance and become acquired by other manufacturers who make a fresh appeal to them.

The brain of every human being is in constant process of change. The cells are shifting, shifting all the time. Ordinarily, by steady, persistent advertising, the manufacturer of a sound article is not only holding the brain cells his goods have won, but is surely, steadily adding to the number of his acquired cells—surely, steadily increasing his hold on the public mind.

Let him stop the advertising and the process of cell capture not only closes, but the cells he has been at such pains to win over, will become lost to him—perhaps forever.

Even a War scarcely excuses the unsound business policy which permits such a catastrophe. Even in war-time it behooves every manufacturer to keep his advertising at full pressure and build for the future.

The Retailer's “Cells” should be always alert to the quality of the goods he “Sells.”

Abuse of the Credit System the Cause of Its Weakness

A discussion of ways and means of eliminating its defects and placing it on a sound and efficient basis.

By W. L. EDMONDS

ABUSE often gives a bad name even to a good thing. Credit, for example, is a very good thing. So good is it, in fact, that the world's trade and commerce could not get along without it.

The day when credit was not a part of the machinery of trade and commerce was in the remote past, when barter prevailed and money as a measure of value and a medium of exchange did not exist.

To-day, credit is the basis upon which business between manufacturers and wholesalers and retailers is carried on.

In order to get an idea as to what the result would be were this system to be suddenly discarded, one only needs to meditate for a short time. Disaster would be so obvious that none but those who had never heard of its operations would be unable to appreciate its disastrous effect.

While in the transactions between the retailer and his customers credit does not play fully as important a part, yet it is nevertheless a very important factor.

95 Per Cent. of Business Done on Credit

Expert authorities estimate that fully 95 per cent. of the business between retailer and consumer is based on credit, leaving only 5 per cent. to the credit of the cash system.

While no one is ever heard to advocate the discontinuance of the credit system as far as transactions between business men is concerned, yet to abrogate it as far as transactions between retailers and consumers is concerned, is not by any means uncommon.

But even in this instance it is found, when the reasons are analyzed, that it is not because credit is in itself an evil. The evil is its abuse. Customers either do not pay their accounts promptly or do not pay them at all. Retailers with many customers of the latter class naturally curse the credit system and wonder whether it would not be better to discard it altogether and sell for spot cash.

The Evil is the Abuse of Credit

Undoubtedly there are no bad debts to be chronicled in a store that is conducted on a strictly cash basis. On the other hand, however, a store that is so conducted must lose a great deal of business. In view of the fact that 95 per cent. of the retailing of the country is carried on under the credit system it is obvious there can be no other conclusion.

That any system which tends to curtail the volume of business is not sound economically, there can be no doubt. The wiser system, therefore, is not to kick the credit system overboard because it has been abused. The wiser thing would be to eliminate the abuses and put the system on a healthy and sound basis, so that it can operate to the advantage and not to the disadvantage of the retail storekeeper.

That credit has been and is still being abused in the manufacturing and wholesale branches of trade there can be no doubt. But no one ever hears of either of these discarding it for this reason. Knowing that credit is a necessary part of machinery they, instead of

throwing it to the winds, study ways and means of keeping out of its machinery the "sand" that is interfering with its operations. That is why we see them co-operating in the formation of credit men's associations, whose purpose is to bring expert knowledge to the work of eliminating whatever evils may exist in the credit system and devise ways and means of preventing their reappearance.

A Lesson from Manufacturers and Wholesalers

While organization along similar lines might do much for the retail trade, yet no retailer need wait until such an organization is created in order to eliminate from his credit system the evils which causes him losses and annoyances, his trade being local and most of his customers personally known to him.

No business man would think of opening his cash box and handing out dollar bills to every Tom, Dick and Harry who came into his store and asked for the loan of them. He would lend them only to those in whose integrity he had, from experience, learned to have confidence. But with merchandise the practice of altogether too many is quite to the contrary. And yet merchandise is representative of money just as much as is the bill which bears the stamp of authority of some bank or of the Government.

A Healthy Basis of Credit

There is no reason under the sun why each and every retailer should not get the credit branch of his business on a sound and healthy basis. Generally speaking there are but two things necessary in order for him to do so.

The first lies with the retailer himself. He must discriminate. In other words, he must grant credit only to those of whose integrity and ability to pay are assured.

The second is in regard to the machinery or system he employs for preserving a record of the goods he sells on credit. While this to some extent also depends upon himself, yet, beyond his selecting the system he shall employ, it largely depends on that which he can procure from those of expert knowledge who are able to supply it.

During the last few years there has been such a marked development in systems of bookkeeping specially designed to supply the needs of retail merchants, that none need to be without one of them for a day. Some of them are marvels of both simplicity and accuracy. And what is more, they entail very little labor, something which could not be said of the old methods of bookkeeping.

Accounting Systems for Retailers

Now-a-days, by a simple operation entailing a few seconds of time, a bill or statement can be furnished a customer which not only shows him the cost of his present purchase, but that which also acquaints him with the sum total of his indebtedness up to the latest purchase made. The great advantage of systems so

(Continued on page 15)



Push the Sale of Hot Weather Specialties

*Suggestive display for interior or
window of preserving
utensils*

AT this season of the year, which is usually the hottest of the summer, the theme that should prevail in all advertising and sales talk and special sales of house furnishings should be "comfort in the kitchen," and comfort everywhere in the household.

Many different sections of the house furnishing stock may be pushed to the front with good success. For example, lawn swings, lawn mowers, fountain sprays, garden hose, and such novelties and specialties as will appeal to lovers of out-of-door living, and in this connection the toy and sporting goods departments should be well stocked with out-door games, etc., for the children and the vacationer. Much advertising of these goods should be done via the window and newspapers, circulars, and sign boards, street cars, and similar media.

Another valuable department to push to the front is a household specialties department. If you do not possess such a department, collect one together at once, and feature it not only in July, but also in August and September, and then keep it going the rest of the year.

This department should be the gathering spot for demonstrations of steam cookers, fireless cookers, alcohol stoves, sad-irons, lamps, and gas ovens, electric irons, motor-washing machines, motor ice cream freezers, and every other similar invention designed to economize time, space, labor and operating expense in the home. This department is valuable because, once it is known to exist, your trade will visit it regularly to see what new things have arrived in stock.

SELLING PRESERVING UTENSILS AND TOOLS

Most of us seem to think that pickle possibilities begin and end with fruit jars—and most hardware merchants seem to have reached the end. There was a time when jars were standard hardware stock, when they were bought by the gross or the carload by all real hardware stores, but during the past few years the trade in this line has steadily dwindled until now it is negligible. As a matter of fact, jars are only the beginning of a list of housefurnishing articles that increase in profitableness as we add to it. Fruit jars bear about the same relation to the housefurnishing division that nails do to the builders' hardware department—excellent starters for profitable business. At

this time the grocery stores are getting the trade, but there is no reason why the hardware man cannot win it back. The objection may be made that there is no profit in jars, but the fact remains that there is profit in the other sales that are induced by the purchase of the jars, so why not add them to your want book.

No woman realizes how many things she needs for preserving and pickling until the hardware man gets busy. Any old cup with a broken handle will do to measure the sugar until the housewife is shown how convenient a graduated measure would be. The old granite saucepan will do for preserving until a good salesman who believes in, and knows, aluminum gets on the job. The buyer may be paring apples with an eight-inch butcher knife instead of using a regular parer, or she may need several regular paring knives, or it may be mincing knives, food choppers or a dozen other articles that can be sold right over the telephone with the fruit jar order if the right kind of salesman is on the job.

REFRIGERATOR SELLING HINTS

Do you know that two-thirds of the people who go into a hardware store looking for a refrigerator are not fully decided on the kind they want?

This is your chance—your opportunity to size up the prospective buyer. Never, under any circumstance, show an overhead icebox unless the prospective purchaser demands one. Even in such a case, the superiority of the refrigerator over the overhead box can be readily pointed out, and in the majority of cases will result in the sale of a good refrigerator.

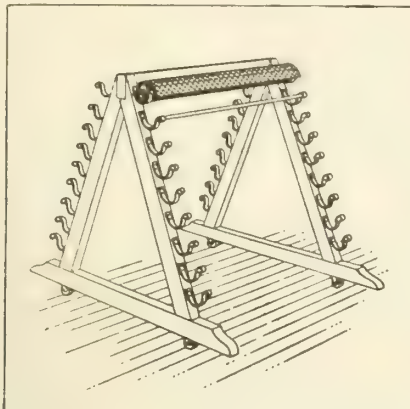
Dwell on the storage room and the greater convenience and utility of the large box. Possibly not one refrigerator buyer in a dozen purchases a box large enough, and then they usually regret this fact when it is too late.

In showing up your line of refrigerators don't harp on prices; talk and dwell on quality. There are sales people innumerable whose refrigerator argument amounts to something like this: "This is the best box on the market. We are selling them to-day for \$14.98."

Don't use this word "best." It's worn out. Talk quality and your prospective buyer will decide in his or her own mind that the — has no equal.

SCREEN DOORS AND WINDOWS

Screen doors and windows are the most effectual method yet devised for defense against the fly. There is a great opportunity for hardware dealers to take up the cudgel in the campaign of protection against flies by continually advocating screens, and it is an opportunity that has been taken advantage of by only a com-



Home-made wire screen rack, that can be used for display and for service. The casters enable it to be moved about the floor.

parative few retailers. A certain hardware dealer in one of our larger towns a few years ago began specializing in wire screen and to-day his department is one of the most profitable of his business.

POULTRY SUPPLIES WORTH WHILE

We find the poultry supply line a great drawing card for our business. It advertises us in other lines. It brings people to our store who would never come for other goods. It brings us in touch with people we would not otherwise see or get acquainted with.

The "woods" are getting full of "chicken cranks"; hundreds of people are becoming interested in poultry. Men and women of every profession are taking up the raising of fancy poultry, and these are thirsting for information on the subject and willing to spend money with the dealer at home who has the goods of reliable and standard quality, and who is in a position to give them the proper information and explain all matters pertaining to the poultry business intelligently.

LAWN MOWER POSSIBILITIES

Just imagine for a moment that you are not a hardware dealer, but are engaged in some other line of business. Suppose, too, that you have a plot of grass adjoining your residence. You have enough pride in your home to spend half an hour or more every few days during the summer in keeping that grass properly trimmed.

Now look in imagination at the rapidly growing grass, and go down in your cellar and inspect your last year's lawn mower. Notice how dull it has become and how much it needs cleaning and adjusting to do proper work. Then say to yourself, "I don't know much about repairing or sharpening lawn mowers; I wonder where I could get the work done promptly and cheaply?"

That's a question that no progressive hardware dealer should allow his customers to ask themselves and leave unanswered. With the opening of the summer season each year, it would pay every dealer who sells lawn

mowers to insert in his local newspaper a brief announcement reading something like this:

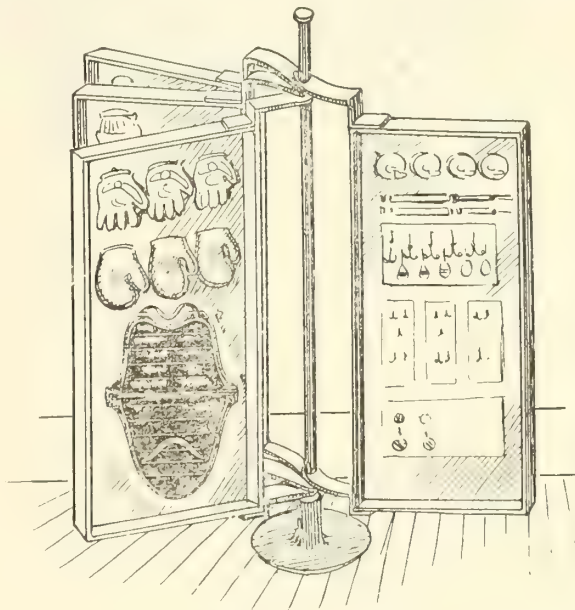
"We sharpen, clean and repair lawn mowers, putting them in first-class cutting condition at very reasonable cost. Telephone us or drop us a line, and we will call for your mower and return it to you promptly. No additional charge for delivery."

LOOK AFTER HOLIDAY TRADE

The first essential to tourist trade is—tourists. A goodly proportion of hardware dealers are situated within business range of summer resorts, and in the next two months considerable transient business will come within their reach.

Where the hardware dealer is not in a "tourist community," there are still possibilities of successful development work. No community or locality but has some striking attractions to offer to holiday parties; and this year is an excellent time to interest the travelling public in what your town has to offer.

The hardware dealer can advisedly take a leading part in boosting for tourists. It is a good advertise-



All campers and summer holidayers need sporting goods. Here is a swinging board suggestion for dealers who are building up this department.

ment for any merchant to see the opportunities along this line opening to every home community as a result of the European war, and to start the movement designed to draw the attention of the travelling public to the advantages of his own town or city or crossroads hamlet as a place to spend a summer holiday.

ABUSE OF CREDIT SYSTEM

(Continued from page 13)

simple and efficient as these is that they on the one hand entail little labor on the part of the retailer, and on the other give the customer little or no opportunity for disputing the accuracy of an account.

One thing is certain: The bookkeeping machinery especially adapted to the needs of retail storekeeping is so simple and efficient that there is less reason to-day for discarding the credit system than there was at any time in the history of the retail trade.

Time to Push Strongly for Business

THOSE who do not sow the seeds of preparation cannot expect to reap a good crop of business. The seeds sown a year ago may still be reproducing, but it is just as unwise for the business man as it is for the farmer to put his trust in last year's seed sowing. There must be continual seedsowing and persistent cultivation.

Evil of Procrastination

Caution is a necessary quality for sound business practice. But even a good thing may be turned into an evil one. When caution becomes abnormal it is an evil, because it unnecessarily defers that measure of preparation which should characterize every live business man.

Business conditions in Canada during 1914 and the early part of 1915 were not conducive to business expansion. They were more conducive to the exercise of caution. But in view of the business conditions obtaining to-day it would be an unwise thing indeed for business men to exercise the same degree of caution that was necessary in the lean period of the last couple of years. A degree of caution is always necessary. But let it always be in accordance with the conditions obtaining.

Canada is now enjoying a period of prosperity as a result of last year's exceptionally good productivity.

Three Billions of Production

From their field crops, live stock, dairy products, eggs, vegetables and fruits the farmers of Canada obtained a revenue of something like a billion dollars. Manufactured products probably yielded a billion and a half dollars. Forest products contributed nearly \$177,000,000, the mines \$138,000,000, and the fisheries over \$31,250,000.

In sum total, the value of the products of Canada last year could not have come far short of three billions of dollars.

In view of a productivity such as this the merchants of Canada are warranted in making preparations for a good Summer trade this year. Those who do not will suffer. Business is certain to be good. In fact it is already good.

But aggressiveness in selling methods is just as necessary as wisdom in buying. In spite of the bright outlook for business only those will get the full benefit of it who make adequate preparations for securing it.

Importance of Window Displays

Attention to the window displays is not one iota less important. It is true that the window display is not seen by as many people as will read the advertisement. But that does not reduce its importance. An advertisement does not show the actual goods. The best it can do is to show illustrations and furnish information. Each is necessary to the other. It therefore follows that both should be as strong as it is possible to make them.

For the Summer trade make the window displays typical of the season. And this does not apply to the goods alone. It applies to the surroundings as well. Artificial green stuff and flowers are so easily procurable, should a supply not be on hand, that no store need be without the necessary material. And that which should characterize the window display should also characterize the interior of the store.

While making their preparations for the Summer

trade dealers should carefully peruse the advertisements and reading matter in the trade papers. By doing this many suggestions will be obtained in regard to lines to handle and ideas to employ in regard to selling methods. And don't overlook the travelers. They are full of ideas and suggestions. Consult them whenever you have an opportunity.

SOLVE PROBLEM OF SLOW-MOVING STOCK

E. R. Davenport, of Providence, referring to this topic in the *Electrical World* says:

"When we find any article in our electric shop that does not seem to move we make a special effort to force it, featuring it in window displays and in newspaper advertising, and sometimes, if necessary, we hold a special sale of the device for a limited time. We try to see that our stockroom contains no dead stock at any time, and the stockkeeper in our store is instructed to go over his stock periodically and see that all goods are in perfectly salable condition and to report anything which does not seem to be moving. These instructions are also given to the head salesman in the store, so that one checks up the other.

"In addition to this, we make periodical inspections of all goods in the store and see to it that nothing gets packed away which should be on display and sold. We are seriously considering now the proposition of offering on easy payments everything on sale in the electric shop priced from \$3 up. This method, we believe, will do a great deal toward increasing our sales."

A Bargain Table for Slow Selling Goods

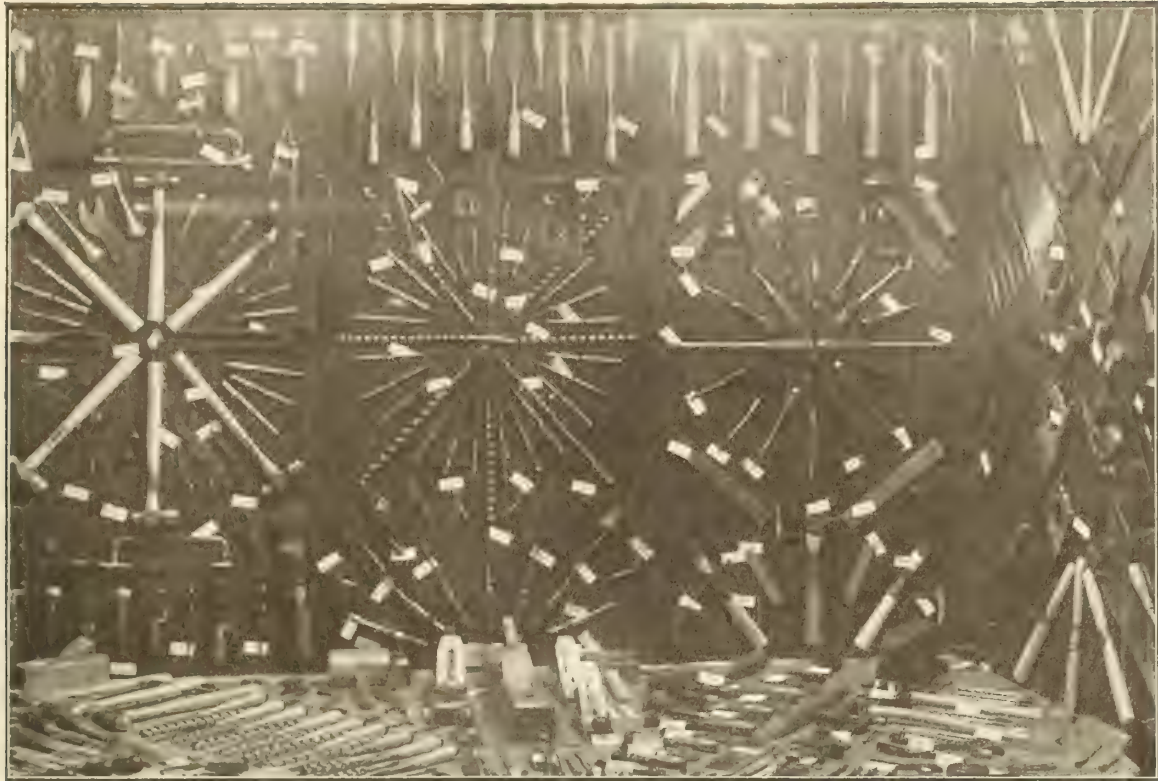
Referring to the same subject, C. E. Michel, St. Louis, says:

"To prevent this we maintain a bargain table as a regular feature of our sales policy and on this table place such articles as have from one cause or another got in such shape that they cannot be sold as new. In order that the bargain table may fulfill its function, however, these articles must be priced with due regard to condition and demand. It will be found also that while a slight reduction from the selling price will move certain articles, others will have to be priced below actual cost in order to get them off the shelves. An effective bargain table requires careful watching and a constant change of articles offered. This, of course, is self-evident.

"In the case of articles of comparatively high cost or those that are ready sellers and on which the finish has been impaired, it frequently pays to have them refinished. When this is properly done, the article can be placed in regular stock. The most practicable way of handling this is to arrange with some local concern to take care of this work, and when this is done the cost is small."

The Canada Stove & Foundry Co., Montreal, has been incorporated with a capital of \$1,500,000.

One hundred and sixty members of the Wisconsin Retail Hardware Association sent in their freight bills last year to be audited and 281 checks for overcharges were passed on to the members. Since January 1st, many have been sent in, but these are not included in the foregoing figures. It's a good idea to send them in twice a year. If you recover nothing, it's worth the express charges to know that there were no overcharges.—Secretary W. R. H. Assn.



Floriated window display of builders' tools, with details elaborately worked out. This is a strong window, not only because it makes a good picture, but from the fact that such a variety of articles are shown to good advantage.

Selling Tools by Strong Window Displays

How a dealer's window trim sold tools several weeks after display had been changed—Tools make attractive window pictures.

A HARDWARE dealer in one of our larger Ontario towns recently told a story that showed the strong pulling power of a good window display, and the impression made on a prospective buyer some time after the display had been changed.

During a holiday week the dealer made a showing in his window of a number of building tools, some of them with new features. An attractive window card emphasized the selling points of the new tools. A great many people saw the display and pretty fair sales resulted.

But the particular incident the dealer mentioned was this: Several weeks after the display had been taken out a countryman entered the store and asked for one of the tools he had seen shown during the last holiday week. He explained that being a visitor to the town he had passed the store and was attracted to the display, but not having sufficient money to make a purchase, as he had other goods to buy, he resolved next time he came to town he would purchase one of the tools he had seen.

A good display of tools will usually attract considerable attention from passers-by. Nearly all men appear to be interested more or less in mechanics' tools and a good display interests them. Professional and business men, as well as mechanics, take interest in some particular line of tools. The auto or motor-boat owner is much interested in wrenches, pliers, and other tools which prove handy around the auto or boat. The carpenter is always interested in carpenters' tools, the mason or cement worker in the tools needed for the

class of work he is called upon to do. The machinist is a user and purchaser of fine machinist tools. The blacksmith is also interested in many of the lines of tools usually carried in hardware stores. The laborer is interested in picks, crow-bars, shovels, etc. The electrician is now a big purchaser of tools. Almost every man is a prospect.

New tools are constantly being added to the already large selection of various kinds on the market. Manufacturers and jobbers are showing and selling the new lines to the retail trade and the public naturally look to the retailer to show the new lines to them.

MAKE THE SHOW WINDOW TALK

Every hardware window tells a story of progressive growing enterprise, or of a slipshod business, sliding slowly down hill. The moral is evident.

Then there is this important feature of the store window proposition. It is the easiest, quickest, cheapest, method of advertising that the retail hardware dealer has. With it he can take advantage of business booms, and increase his trade. Or, in dull seasons, make his window drum up trade to tide things over.

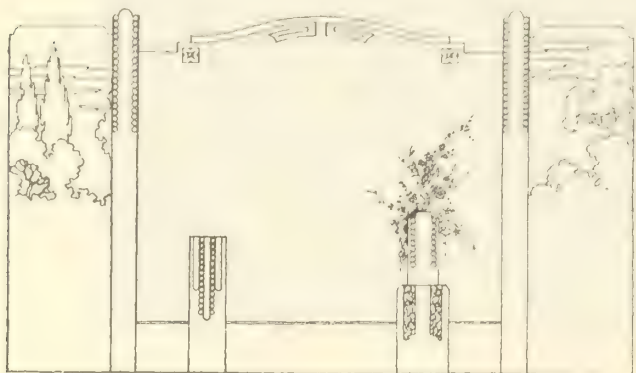
His window can be made to appeal to plutocrat or worker; to man or woman. No longer an experiment, window dressing has become a definite part of the routine of store system. No live dealer can afford to be out of touch with this virile force that is now being used by those "wise ones" who are "up front" in all lines of trade.

Points to be Observed in Dressing Windows

By C. B. HUNT

The first essential and really most important part of a window is absolute cleanliness, as with a mussy and dirty window both the window glass and display makes the worst advertisement one can have. Everything must be clean if nothing else. Don't crowd the windows too much, give each article room enough to be shown properly. An article well shown in the window is half sold, for the salesman can do the rest.

I change the windows which I dress every week and if, for instance, a sporting goods display is being made,



A Summery Background for a Seasonable Display.

I will always add new goods coming in and take something out of less importance. I try to always show the goods in the window that is running in current newspaper ads., thus giving the article advertised a double backing by newspaper and window, one being a reminder of the other.

Then I always price everything. If articles are not too numerous I tell what it is at top of price card, say, on cut glass—salad bowl \$7.50, olive \$2, etc.—thereby the public can see at a glance a salad bowl for \$7.50, etc.

I never use too many different colors—only two at a time and these must contrast, as, for instance, the blue and white in the enamelware window. The white and blue gives a dainty, pleasing effect.

Everything must be ready as nearly as possible before starting on a window, as it is valuable to you, and the longer you work on a display the more it costs in publicity waste. I don't mean by this to rush things through, but to save time by preparing ahead of time.

I have my cards always ready the day before, and we don't give our windows a vacation. They are worth money to us when they are working. While changing a display I always put up a curtain with a large sign, which helps a great deal while window is being changed.

I never try any fancy "stunts" on show cards, it takes time to make them and they are hard to read. A good show card is one that can be easily read by one passing by. Possibly it catches his eye and makes him stop to see. That is what a window is for, to attract; thus, if goods interest the observer they will sell. A dirty window will not attract—let alone sell.

A moving figure once in a while is very good, but must not be overdone. Some stores use elaborate backgrounds, costing time and money to get out. Moreover, they feel because of the extra expense involved

they must stay in longer than usual. The public is looking for something new all the time. Give it to them in a simple way and you will profit by that policy.

MAKING THE WINDOW MAGNETIC

The display window can be made the storekeeper's strongest selling argument if he will but exercise a little care and judgment in properly dressing his window and arranging his exhibit in a way that will please the eye and attract the attention of passers-by, says System.

The most powerful pulling window is the one that presents some unusual, out-of-the-ordinary aspect; something that will compel the passer-by to stop and look. Then, when his attention is centered on the window, he can't help but notice the goods displayed, and the chances are good that he will see something that he needs.

Wide-awake shopkeepers realize that the sales value of an attractive window more than warrants the small extra expense, and many different schemes have been tried.

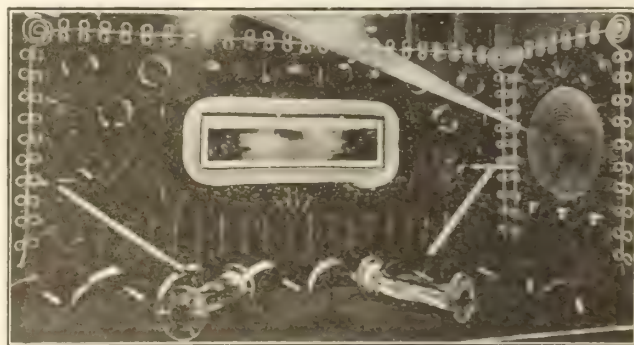
THE SHOW WINDOW

Your show window and your ads. are your salesmen; they create the consumer's interest and show him what you have to sell. More frequently than you suspect, your goods and your firm are gauged by your window display and your advertising. Let people judge your wares by your windows.

Above all, keep the glass perfectly clean all the time, so that a first glance will create a good impression. If you don't do this, all the good things that you have fixed up will be absolutely wasted.

If you want to "kill" your window, fill it full. Too many articles distract attention.

Centre your window display on one article, and let



Attractive summer window display of garden hose and lawn mowers. The water effect from hose is obtained through the use of white thread, drawn taut.

all other things be secondary. You'll attract attention and desire by this.

Change your window every week, so that people will look forward to seeing your new ideas. Keep something new before the public.

Fix up your windows and see what happens. It is not much trouble; other dealers have increased their business by doing so. Why not you?

Get busy and give it a fair trial, not once, but several weeks in succession, changing your display at least once a week. Attractive windows are business holders. Start the foundation right.

Planning for Straight and Honest Advertising

*Advertising is store service—Cost of advertising—
Secrets of success—Package inserts give publicity.*

The competition of the retail mail order houses for the business of the farmer and the inhabitant of the smaller towns is not going to lessen; rather it will grow stronger. Consequently it will require greater efforts on the part of the local merchant to overcome.

It is timely, therefore, to suggest that retailers throughout the Northwest make a study of the publicity they have done during the past year, with a view to its improvement during the coming twelve months.

The vilification of a competitor was never a paying proposition. No one will give you business because you make general charges, unsupported by proof, against those with whom you are striving for trade.

On the other hand, straight, open and honest advertising, backed up by real reasons why trade should come to your store, will bring in results in the shape of new customers and increased business from those already dealing with you.

STORE SERVICE IS ADVERTISING

This may seem like getting outside of the realm of advertising, but I maintain that anything a merchant does in the way of service is advertising of the best kind and as such should be treated.

Go over the catalogs of the retail mail order houses. About the first thing that strikes your eye will be a statement of how well they serve those who buy from them; another how prompt is their service and so on.

They realize the value of this kind of publicity, but it has been forced upon me that the average retail merchant does not. In consequence the statements of his competitors are always before his customers, with nothing to counteract their effect.

On the other hand, if your store service is not what it should be, then surely it is time you made a change and saw to it that you did the things for your customers that you can tell them about and thus cement them in closer bonds to your store.

HOW MUCH DOES ADVERTISING COST?

Does it ever occur to the average retail merchant that the proportion of his income being spent on advertising is so small that the effect is like trying to cover a big house with a 10-cent can of paint. All his advertising, of course, is good, for even though it brings no results, it shows that the merchant has an open mind in the matter and is subject to reason. But advertising, no matter how small, to get results must be done on some scientific plan that has guided similar campaigns to success. And the most important item in such a campaign is the minimum amount to be spent on it.

If 999 out of every one thousand retail advertisers will only go into the question of their advertising they will find that it is not costing them one per cent. of their incomes. In most cases it will be found to cost them much less. How they expect to get results from that percentage is known to themselves alone.

WHAT ADVERTISING IS

Good advertising is not necessarily startlingly original. The object of advertising is to make people want to buy the goods, not to startle them.

Keep the public posted on what you have to offer. By all means the new and the unusual. Don't expect the news that you have it to just naturally "leak out" somehow. Good news travels slowly. You must speed it on its way with good advertising.

Yes, I know, "A satisfied customer is the best advertisement," but it's not the only advertisement and life is too short to waste time waiting for the "satisfied customer" to get around to everybody you want to reach. His circle of acquaintance is too limited. You can cover your field quicker and much more effectively in many other ways. Besides, good advertising, persisted in, encourages and stimulates your "satisfied customer" to talk all the more. It pays to advertise.

Every advertising man should know a lot about type—the more he knows on the subject the easier his work will be. However, there are many men who write advertisements who have but the haziest notion as to the type that is used to set them up. There is no excuse for this. Type is a very simple matter, and a fairly complete idea of it may be had through a few hours of application to a "Type Book" such as may be found in any printing office.

The Best
in
Hardware

GET ACQUAINTED WITH THIS BIG STORE

FOR ECONOMICAL HARDWARE BUYING this is the store. Our assortment of Quality Hardware is large and most complete, and our prices are unusually low. We can supply you with your every need, and we will do it at the lowest cost.

EVERYTHING IN QUALITY HARDWARE

The Best
in
Hardware

Make your old furniture look like new

KYANIZE

The wonderful wonder skin for all wood and furniture. Kyanize, recently so famous, makes it possible to restore old furniture and to give it the appearance of new. It is the only preparation that will protect the furniture from decay, rot, and insect damage.

Each 35c

Just Arrived—A NEW GILLETTE

The Gillette Bulldog

The new Gillette Bulldog razor is the most complete and perfect razor yet made. It is the only razor that will give you a perfect shave every time.

\$5.00

Universal

Best of the Best

A new line of metal ware, glass, and other household goods. These are the best of the best, and they are the only goods of the kind that you can get at such low prices.

\$5.00 Each

Homestead Ranges

A new line of metal ware, glass, and other household goods. These are the best of the best, and they are the only goods of the kind that you can get at such low prices.

Special, \$31.00

Goodie's Patent Turning Lathe

The Goodie's Patent Turning Lathe is the most complete and perfect lathe yet made. It is the only lathe that will give you a perfect turn every time.

From \$25.00 to \$250.00

Auto-Strip Rame

The Auto-Strip Rame is the most complete and perfect rame yet made. It is the only rame that will give you a perfect strip every time.

\$5.00

Elastic Floor Finish

The Elastic Floor Finish is the most complete and perfect floor finish yet made. It is the only floor finish that will give you a perfect finish every time.

50c to \$1.00

Irwin Bits

The Irwin Bits are the most complete and perfect bits yet made. They are the only bits that will give you a perfect bit every time.

From 25c to \$2.00

Dougall Quality

The Dougall Quality is the most complete and perfect quality yet made. It is the only quality that will give you a perfect quality every time.

\$1.00

Ever-Ready Strapping Machine

The Ever-Ready Strapping Machine is the most complete and perfect strapping machine yet made. It is the only strapping machine that will give you a perfect strapping every time.

\$7.00 to \$23.00

Thermos Bottles

The Thermos Bottles are the most complete and perfect bottles yet made. They are the only bottles that will give you a perfect bottle every time.

\$4.50

Taps and Dies

The Taps and Dies are the most complete and perfect taps and dies yet made. They are the only taps and dies that will give you a perfect tap and die every time.

\$4.50

Wire Screen Cloth

The Wire Screen Cloth is the most complete and perfect screen cloth yet made. It is the only screen cloth that will give you a perfect screen cloth every time.

50c to \$1.00

"D.I." Pocket Knives

The "D.I." Pocket Knives are the most complete and perfect pocket knives yet made. They are the only pocket knives that will give you a perfect pocket knife every time.

50c to \$1.00

GARDEN SUPPLIES

The GARDEN SUPPLIES are the most complete and perfect garden supplies yet made. They are the only garden supplies that will give you a perfect garden supply every time.

50c to \$1.00

Steel Grip

The Steel Grip is the most complete and perfect grip yet made. It is the only grip that will give you a perfect grip every time.

\$5.00

Boeck's

The Boeck's are the most complete and perfect Boeck's yet made. They are the only Boeck's that will give you a perfect Boeck's every time.

\$5.00

Columbian Batteries

The Columbian Batteries are the most complete and perfect batteries yet made. They are the only batteries that will give you a perfect battery every time.

Each 35c

Twintex Rotary Strapper

The Twintex Rotary Strapper is the most complete and perfect strapper yet made. It is the only strapper that will give you a perfect strapper every time.

Each \$5.00

Use Luxuriously Wood Finish

The Use Luxuriously Wood Finish is the most complete and perfect wood finish yet made. It is the only wood finish that will give you a perfect wood finish every time.

\$4.50

The Best in Hardware

The Best in Hardware is the most complete and perfect hardware yet made. It is the only hardware that will give you a perfect hardware every time.

\$4.50

ASHDOWN'S

THE BEST IN HARDWARE

How large Winnipeg hardware house advertised their "quality" summer lines. Example of page ad, used to draw attention to seasonable goods.

Secrets of Advertising Success

BY JOHN W. CAMERON

IN order to make advertising profitable, it is necessary first to determine upon a continuous campaign. Then be certain that your copy is well prepared and that you have something that is of real value and interest to the readers of a newspaper. If it is your expectation to secure great results from spasmodic advertising, you will be mistaken. It requires time for the readers of a newspaper to become familiar with your business. It requires repeated efforts on your part to gain the confidence of the readers of a paper. The first advertisement or two may attract some attention, but not enough to bring any immediate results. Continued insertions of your business announcements will create a feeling of confidence and security in the minds of the readers of the paper, and one by one they will begin to try you out and see if your ads. are truthful and if you are really entitled to their trade. The more frequently your ads. appear, the sooner will this feeling of confidence be established between reader and advertiser, and the effectiveness of the advertising be felt. It is just the same with the first calls from a travelling representative. He doesn't get much business at first, but if he persists in his calls, and you have the goods to back him up, in time you will see satisfactory results. This is a plain fact. It is proven every day. The advertisers in any city who are the largest and the most persistent and the most regular advertisers in the newspapers, are the firms who do the greatest amount of business. They are the leaders in the cities in which they are located. And all of these firms had their small beginning and have gradually pushed forward and upward until they have come to the very front rank. They realized that to succeed it was necessary to be liberal users of newspaper space. The more business they did, the cheaper they could sell. The more advertising they did, the greater the volume of their business.

By constant, frequent and persistent advertising, in a few years they built up big lines of business, which without advertising they could not have hoped to accomplish.

There are many firms who will give a paper a few ads. on "trial," and perhaps specially price a few articles and then claim the paper is no good, as they say they did not get any returns—that they asked the purchasers where they saw the ad. and were told in this or the other paper. The real cause of the lack of returns was because they were strangers to the readers of the paper. The readers were not familiar with their advertising, but had the advertiser continued the use of the paper, friendly relations between the readers of the paper and the new advertiser would have soon been established and increased business from new customers would have been noted.

Every newspaper has a certain number of readers—and the percentage is a large one—who confine their purchases to the advertisers who use the paper they read. This is only natural. They take the paper they like and of course they become familiar with and favorable to the advertisers whose announcements they are accustomed to read night after night.

This is why some business houses who withhold their advertising from some certain paper or papers, are simply letting their personal likes or dislikes stand squarely in the way of securing a greatly increased patronage from the readers of the paper they do not

use. They try to justify this plan of placing their advertising, by the belief they are, in some way or other still reaching all the readers. But they are mistaken. For it is a well known fact that thousands of the readers of a newspaper are intensely loyal to "their own" paper, and do not buy from advertisers who do not use the paper they read. The sooner this class of advertisers realize this truth, the sooner will their business show increased revenues. There is another class of advertisers who tell you your paper reaches too high a grade of readers for their line, or that your circulation is not large enough in their immediate vicinity. This is only another excuse to justify their own bad judgment. Every paper has all classes of readers. No one can tell you just what would appeal to them. But one thing is certain, if the standard of your readers is high, so much the better and the more reason that you, as a business man, should seek to raise the standard of your business. One purchaser of this kind, secured, might be worth ten to twenty of the cheaper buyers. Then again, you don't use a newspaper because it circulates extensively in the immediate vicinity of your place of business. That would be unnecessary, because these people are familiar with your business from close contact. But there are thousands of readers in different sections of the city who would come to you, no matter where you are located, if you have something of merit and at a price that would warrant their buying from you. No matter whether people are rich or poor, they are not passing up the bargains or good things. They will find a way to come to your door if you will only invite them and make it worth while, through the medium of the newspaper they use, whether the class of readers is "high" or "low."

PACKAGE SLIP INSERTS ADVERTISE

Good advertising can be done by means of little printed slips inserted in packages when they are wrapped. Little folders or leaflets announcing coming sales or special offers can be printed at small expense and they are reasonably sure of being read by the recipient of the package. It is essential that such advertising should be well got up. Preferably it should be in two colors and a little picture of some appropriate kind will help.

Advertising matter sent out by manufacturers should be distributed in the same way. If the name of the store is not on such advertising matter, it should be stamped on. Manufacturers annually send out a tremendous lot of booklets, folders, etc., many of which are wasted. When they are received they are laid aside until someone finds them in the way and tosses them under a counter or behind a pile of goods, where they remain until they are eventually thrown in the dump. This is good advertising wasted. The booklets or circulars that are not to be distributed at the store should be given to the wrappers with instructions to place one in each package in such a manner that it will be found in readable condition when the package is opened.

HARDWAREMEN IN KHAKI

J. C. Carter, son of W. J. Carter, Picton, Ont., has joined the motor boat section for service overseas. This is the second Carter boy to join the colors.

E. McIntyre, of Lewis Brothers, Montreal, is a prisoner of war, at Friederichsfield, Germany.

Canadian Hardware Journal

TORONTO

JULY 1916

CANADA

Keep Memo Pad at Hand

The writer is a strong advocate of the keeping of a memo pad in a handy spot that notes may be made of matters that should be given attention. A person's memory frequently plays him false, and the habit of jotting down notes of things that should be looked after will prevent lapses of memory from proving detrimental to business.

A friend of the writer stated the other day that he had stopped dealing at a certain store because of the forgetfulness of the proprietor. On one occasion, the store only had one of an article selling at three for 25 cents. The customer paid for three and told the dealer to send the other two to him when they came in. He neglected to send them, and a week or so afterwards the customer was put in the embarrassing position of having to convince the dealer that he had paid for three and only received one. A short time afterwards, the same customer asked for an article that the store did not carry, but which the proprietor asked permission to secure for him. He said he would have it in two days. The customer called twice in the next two weeks and the article had not been secured, so after all the delay he had to go elsewhere for it. He was disgusted with the dealer's forgetfulness and neglect, and declared his intentions of dealing elsewhere.

Such weak spots in service could easily be guarded against by the maintaining of a memo pad in a handy position and making use of it.

Clerks having the sporting instinct are a good thing to have around the store when the seasons for sporting goods are in vogue.

Keep an Eye on the New Store

The dealer is frequently inclined to ignore the competition of the new store. Probably he has been established for many years and believes that he is thoroughly entrenched in the trade of his community and that a stranger in the district can do him no harm. It is just such over-confidence that frequently spells failure for a dealer. He pays little or no attention to the efforts of the new store to get business, and makes no attempt to offset them. Even when he finds trade slipping away, he eases his mind with the thought that a new broom sweeps clean, and after a first trial at the new store that customers will come back to him. Later he finds that a good many do not come back and he regrets then that he did not put forth special endeavors to hold them in the first place.

We don't believe that the dealer should get all flustered and upset over the appearance of new competition in his community, and lie awake nights worrying over what "may" happen, but we do advocate that he keep his eye on the new store and put forth greater effort to bind customers more closely to his store by greater attention to his service and other phases of trade attraction. Time should not be spent in useless complaint or worrying, but in greater attention to win-

dow display, the appearance of his store, and the quality of his advertising. It is always good business to keep an eye on the other fellow.

Keep your sporting goods where, being seen, they will create desire.

Part Played by Personality

The personality of the small dealer is the biggest help that he has at his disposal for overcoming such advantages as the big stores may possess. There is no doubt that the personal touch is a powerful factor in attracting trade to the small store. The public like to know the man they are dealing with, and when he takes a kindly interest in them the bond that ties them to the store is materially increased.

This is a big problem that a store which was once small and has grown considerably has to contend with. The people have been used to doing a good deal of their buying from the proprietor, or at least have seen him when they visited the store, have been greeted by him, and were pleased with the interest he took in them. As the business grows and much of the proprietor's work is behind the scenes, they feel that there is something lacking, and there truly is. It is the personal touch.

The fact that personality plays such an important part in business should be constantly borne in mind. It gives a cue to the dealer as to how he may bind customers to his store and effectively offset those things that may tend to attract them to the larger stores to buy.

Slaughtering is an apt term for price-cutting, for it kills.

Prods the Dealer into Action

"In addition to the methods and suggestions for going after business that the trade paper gives me, one of the greatest values is in prodding me into action. It is frequently the case that I know that certain things should be done, but neglect to do them until I am stimulated and inspired to in some way. Just as the clerk needs inspiring by the boss at intervals, so does the manager of a business frequently need to be prodded into action."

These words, recently uttered by a reader to the editor, puts in a unique manner one of the big missions of the trade journal.

An important part of the trade paper's work is to impress on dealers those things that he should do, and, if possible, spur him on to put them into action. It may frequently tell him things that he already knows, but when you visit a doctor for medical advice he often tells you things to do that you already know you should do, but it is impressing them on you in such a way as will cause you to carry them out that counts. In the same way, one of the important duties of the trade paper is to prod the dealer into action.

Brief Editorial Comment on Business Topics

By THE SCRIBE

Increase sales by suggestion.

* * *

Put the store in shape for warm weather trade.

* * *

Mention additional lines that customers should want.

* * *

Are your scales accurate and sensitive? If not, you are losing money you could save.

* * *

Selling two articles to the customer who comes for one is an art that it is well to develop.

* * *

Sometimes a man who kicks like a mule about something gives it about the same amount of thought.

* * *

A train of thought isn't much good to a man who is too lazy to generate steam for moving it in the right direction.

* * *

Honesty may be the best policy, but deliver me from the man who is honest only because it is the best policy.

* * *

Good fixtures may cost money, but they make and save a good deal, too. Give thorough consideration to that fact.

* * *

There are plenty of perfectly good words in the dictionary that are of mighty little use in an advertisement. It is the simplest language that makes the most sales.

* * *

Even if you have a galvanized roof on your shop, it is good business to have your stock covered by insurance.

* * *

"Persia keeps her dates," reads the headline in a trade paper. Well, that is more than can be said of some people.

* * *

If you have a large number of uncollectable accounts, you are probably lacking in the ability to say "No" at the right time.

* * *

Did you ever read one of your fire insurance policies through? You may be surprised at some of the things contained therein.

* * *

The best time to begin collecting from a man is when he is buying the goods. The money never comes quite as easy later.

* * *

The chief value of a mistake is to show us what things we cannot do. Sometimes a mistake is profitable far beyond its cost.

* * *

The honesty of your customers is a matter of concern to you, but your honesty is also a matter of concern

to them. Assure yourself that your own honesty is unimpeachable before accusing anyone else.

* * *

One knock at a competitor in your advertising will do you more harm and him more good than you will ever come to realize.

* * *

People will not go out of their way to trade at the store of a man who does not go out of his way to attract their attention.

* * *

When you have to say to a customer, "We can't change that," you run a chance of losing a customer as well as of losing money.

* * *

When an employe is willing to do only the specific things he was engaged to do, you will find that employe sticking around the bottom of the ladder.

* * *

Don't buy goods that will sell slowly and uncertainly just because you can buy them at a low price. Consider salability before you consider price.

* * *

The salesman who does so much talking that he leaves the customer nothing to do but think need not be surprised if the thinking results in not buying.

* * *

Your idle time is pretty likely to be spent either in thinking out plans for making money or for spending it. You know better than I which of those plans you need the more.

* * *

Don't go on forever using the same merchandising methods. If you would attract attention you must use new schemes and plans of display and advertising. Get out of the rut. Start something new.

* * *

That it requires brains and keen judgment to make a success of buying for a small store is shown by the fact that the buyer for a big store in one of our Canadian cities went into business for himself in a smaller way and failed in a short time. His buying has been held responsible. In the big store he could take a chance and get away with it, which in a smaller store he would get tripped up on. Good judgment is certainly essential in purchasing.

* * *

It is a good plan to ask customers how they liked goods previously purchased. It is an excellent plan of reminding them of the line, and the suggestion frequently results in an additional sale. It also shows customers that you have confidence in your goods. The dealer who is afraid to ask customers how they liked goods for fear the answer will be a complaint must be handling a pretty poor class of goods, and the sooner he raises the standard the better it will be for his business.

Better Business Methods and Better Business Legislation

What the National Council of the Canadian Credit Men's Trust Association considers advisable in regard to a large variety of them.

By W. L. EDMONDS

THAT the Canadian Credit Men's Trust Association, Limited, is filling an important place in regard to the business affairs of the country there can be no doubt. As a matter of fact it is filling a more important place than perhaps a good many people realize. Naturally its first duty is the care of the particular interests of the firms who are connected with it by membership. But aside altogether from its operation in this particular, it is doing a great deal which tends to the welfare of business generally. One who takes the trouble to peruse the minutes of the recent meeting at Vancouver, of the National Council, must come to this conclusion, aside altogether from that which has been done previously.

It has been the practice of the Credit Association to recognize only one lawyer in each province. Naturally some of the lawyers not recognized were piqued because of this preference. Like wise and tactful men the members of the Council, instead of telling the disgruntled lawyers to mind their own business, have decided that while it is still necessary to appoint one firm of lawyers to act as general solicitors for each province or divisions, yet each division is to be authorized to take steps to engage solicitors at each local point where deemed expedient.

* * *

As in many other things appertaining to the law, there is quite a diversity of regulations in the different provinces regarding the registration of liens or lien notes. Some of the provinces, in fact, have no system of registration whatever. The Council decided to set itself to the task of persuading the legislatures of provinces at present without such registration law to enact a compulsory one.

* * *

An effort is to be made to seek legislation to provide that when a trust deed is executed or an extension entered into, that the signature of 75 per cent. of the creditors shall bind the remaining 25 per cent. in regard to both number and amount of creditors. Each division is in the meantime to be asked to "dig up" information on this point.

As many business men are well aware, a great deal of ignorance exists regarding the law covering partnership. The Council has decided to try and persuade the legislatures of all the provinces to amend the law so that (1) declarations of partnership or trading under a trade name to be filed at the office of the Provincial Secretary within thirty days and advertised in the Gazette; (2) that all firms so registered shall use the word "registered" after the firm name; (3) that the provincial governments be asked to compel registration and charge a fee of \$5; (4) that the amendment apply to all existing as well as to future partnerships.

Bulk Sales Acts naturally came in for some consideration. At present Bulk Sales Acts are in operation in all but three of the provinces. The three are Ontario, New Brunswick and Prince Edward Island. In the last named province there is an Act on the Statute

book, but it has not yet been put in operation. Several abortive attempts have been made in the Province of Ontario. During the last session of the legislature of the latter province, the Bill was defeated by 27 to 32, which is the nearest the promoters of the measure have come to the point of success. An effort will now be made to induce the Canadian Bar Association, which is engaged in trying to secure uniformity in legislation throughout the Dominion to draft a uniform Bulk Sales Act that will be acceptable to all the Provinces.

* * *

In order to prevent dishonest homesteaders from escaping payment of their debts, an effort will be made to induce the Minister of the Interior to provide legislation whereby homesteaders will not be permitted to abandon their unpatented land to relatives until judgments registered against them have been satisfied. The Council was also of the opinion that a homesteader who has completed his homestead duties should be compelled to take out his patent within a reasonable time.

* * *

From a resolution submitted and adopted, it is evident that the Credit Association and some of the retail organizations are co-operating with a view to securing Federal legislation which will make it a criminal offence to knowingly issue checks where there are no funds to meet same. This is a species of legislation which will require careful handling, for many a business man issues a check which he fully believes he can cover with amounts which are maturing in his favor. But of course occasionally one hears of checks being issued when the maker knows there is no possibility of his being able to cover them. These are men who certainly deserve being brought up with a short term. Another and somewhat unique resolution passed, was one instructing the general manager of the Credit Association to secure the opinion of banks regarding the possibility of arranging part payment on a check where sufficient funds were not on hand to pay the check in full.

There is a clause in the Criminal Code which is supposed to provide for the compulsory keeping of books of account. But it has been found, through decisions of the courts, that it is only a criminal offence not to keep books until after a period of five years in business. The Credit Association is endeavoring to have the law so amended that it shall be deemed a criminal offence not to keep books of account immediately after starting in business. In this effort the Credit Association is being backed by some of the retail organizations and by the Bankers' Association, and at the recent meeting of the National Council a resolution was adopted calling upon each division to write the Minister of Justice and ask him to amend the Code along the lines suggested. It is to be hoped their efforts will be successful.

In order to facilitate bookkeeping in retail stores, it was decided to request the different divisions to publish

a text book on the subject, similar to that which the Manitoba office has already published.

* * *

Another thing in regard to which it was decided to seek amended legislation was the preferential claims of landlords. In the opinion of the National Council three months' rent should be quite sufficient to designate as preferential in case of assignment. Legislation will be sought with this end in view.

* * *

An effort is to be made to put an end to all secret assignment of book accounts. A law is in operation in Saskatchewan and British Columbia which compels registration, and it was decided to seek the enactment of a similar measure in each of the other provinces. The law in the latter province has only been recently enacted, and that in Saskatchewan has been in existence three years.

* * *

Retailers doing business in provinces in which no Small Debts Courts exist, will doubtless be glad to hear that the Credit Association has decided to assist in securing their establishment.

* * *

Believing that the cost of winding up estates under a Federal Bankruptcy law would entail unnecessarily heavy expenditure, the National Council endorsed a resolution asking the Canadian Bar Association, which is working upon a wide scheme of uniformity of provincial legislation, to draft a uniform Assignments Act for submission to all the provincial legislatures.

* * *

One very wise decision of the National Council was in regard to the propriety of submitting to the Joint Committee of Commerce and Agriculture, all proposed legislation before approaching any of the Legislatures. This Joint Committee, which was organized some months ago through the efforts of the manager of the Credit Association, is composed of representative business men of different branches of trade and of representatives of farmers' organizations. By obtaining the viewpoint of this joint committee much friction between the different interests will naturally be avoided. A subsequent resolution expressed hearty support of any movement for closer relationship between the wholesale and retail trades.

* * *

That the Canadian Credit Men's Trust Association is obsessed with the importance of fire prevention methods is evident from the fact that a resolution was adopted suggesting that a week be set apart, in October if possible, for the carrying on of an educational campaign.

* * *

That the Credit Men's Association is possessed by a strongly Canadian spirit was evident from a resolution passed in regard to the routing of imports by our own ports. As is well known, Canada possesses ports on both coasts which are the equal of any in the world. Knowing this the National Council decided to ask all members, when importing, to specify shipment by a Canadian port. Our imports of foreign merchandise that came through United States ports in 1914 was valued at nearly \$23,000,000.

* * *

Shortening of the terms of credit came in for some consideration, and a resolution was passed in which the opinion was expressed "that it is desirable, and in the interests of the trade and commerce of the country, both from the standpoint of the manufacturer, the

wholesaler, and the retailer, that the different branches of trade should seriously consider a general shortening of credit terms."

CANADIAN PRIZE WINDOWS

Creepers & Griffin, Ltd., Owen Sound, Ont., were awarded the second prize of \$100 by the judges in the Campbell's varnish stain window dressing contest, open to all North America. There were 800 entrants, the first prize going to a Troy, N.Y., concern. John Strang & Son, Ottawa, drew the fifth prize. The competition was conducted by the Carpenter-Morton Co., of Boston, during "Clean-up" week, May 1 to 7.

TORONTO HARDWARE DEALERS PICNIC.

The city travellers representing various hardware concerns covering Toronto, tendered the retail hardware dealers of that city a picnic on Wednesday afternoon, July 5, at Hanlan's Point, which was an immense success. A committee composed of A. G. Manley, of the Rochester Lamp Co.; J. O'Grady, McClary Mfg. Co.; H. C. Francis, Sheet Metal Products; J. E. Booth, Sanderson Pearey Co.; and J. H. Vernon, Rice, Lewis & Son Co., looked after the comfort of the guests and all the arrangements.

A baseball game between the east and west end dealers started off the afternoon fun, the game being won by the westenders, who also won the tug-of-war contest. The dealers' race was won by J. Sheddon, Fred Good and Ed. McGillivray; the clerks' race, by M. Cassan, of McLean's Hardware; the pipe race by J. Renton; the travellers' race by Geo. Chapman, Imperial Varnish & Color Co., and the boot race by J. H. Jolly. Milt Rossiter and Joe Suroff were winners in the consolation race.

The prizes were donated by the Rochester Lamp Co., Kennedy Hardware Co., H. S. Howland, Sons & Co., Boeckh Bros. Co., Rice, Lewis & Sons, McClary Mfg. Co., and Lyons & Marks.

Refreshments were served, and the afternoon passed off so pleasantly that another picnic is mooted before the summer is over. The midweek summer holiday got a boost, too, and John Castor thinks it would help a lot if an auto parade was held some Wednesday afternoon to show the dealers who don't close the fellows who do.

Thos. Cantley, president of the Nova Scotia Steel Co., was elected president of the Canadian Manufacturers Association, at its recent annual meeting at Hamilton, and S. R. Parsons, president of the British-American Oil Co., Toronto, was elected vice-president.

OPEN SEASON FOR FISHING

In Ontario, 1916.

Black Bass—June 16 to December 31, except in the West end of Lake Erie, where it is: July 16 to May 23.
Muskallonge—June 16 to December 31.
Pickerel—June 16 to April 14.
Speckled and Brown Trout—May 1 to September 14.
Rainbow Trout—July 1 to September 14.
Salmon or Lake Trout—January 1 to October 4.
Quantity allowed—8 Black Bass; 4 Muskallonge; 12 Pickerel; 30 Speckled Trout—or a limit of 10 lbs. in weight of Speckled Trout.

Chasing the Summer Trade Slackness Bogey

Summer trade slump is all a myth and dealers should make strong effort to maintain sales right through summer months.

THE summer trade slump is all a myth. It is merely a bugbear that Old Man Tradition has wished on the trade and which many druggists are finding it difficult to dispel. However, the theory that business during the warm weather slackens off is being thrust into the discard by progressive dealers who have found it possible by the adoption of aggressive methods to keep the cash register ringing merrily right through the summer months. The trouble with too many dealers is that they are unable to shake the deep-rooted impression that trade should be slack, and as a result it is, for to expect trade slackness is to invite it.

Little to the "Out-of-Town" Excuse

One of the lieutenants of the bogeyman who champions the cause of trade slackness during the summer months whispered about one time that business could not be expected to keep up because so many people went out of town during the summer. That argument is still held to by a few of the listless dealers who have never stopped to think just what a small percentage of people are away from town at any one time. An advertising expert gathered statistics a few years ago as to the number of people who leave their usual place of residence during the summer, and found the exceedingly small average of two per cent. This small number would not affect trade to any great extent, and is well counterbalanced by the number of people who are visiting in every town and who help business during their stay.

Keep Hammering Away

The main thing is for the dealer to keep up his sales effort—to keep hammering away for business right through the summer. There is business to be had if it is only gone after in the proper manner. In the following pages are presented ideas and methods that other dealers have used in maintaining summer business and they are well worth the careful perusal of every dealer. Read them over and then start in to chase the summer trade slackness bogey from your store.

Use Plenty of Show Cards

Any kind of a show card is better than none at all, but in every store some one ought to make a study of show card writing, so that cards of a presentable character may be used. Some dealers have show cards written for them by firms that make a business of such work, but there is a great advantage in having someone in the store who can do this work. There are many occasions when a card is required on short notice, while without doubt more cards are used and they are changed oftener when some one in the store can prepare them.

A CANDLE-BURNING GUESSING CONTEST

To stimulate interest in his store, a dealer recently conducted a candle-burning contest, awarding a five-dollar gold piece to the person making the nearest guess as to how long the candle in his window would

burn. Every guess was free—all that the customer had to do was to enter the store and register. The contest was well advertised in the local paper.

Another dealer who used this scheme gave guesses only to those people making purchases.

CASH PRIZE COMPETITION FOR HARDWAREMEN

The Canada Metal Co., Ltd., Toronto, are offering \$100 in cash prizes to hardware dealers and their clerks (Booster members) sending in the best article on "How I sold Harris heavy pressure bearing metal," the article to be descriptive of an actual sale. The size of the order does not matter, and the competitor may send in as many articles as he likes. The first prize is \$50, and there are five other prizes of \$10 each. The contest will close on September 30.

"The 100-Ton Booster" is a monthly organ published by The Canada Metal Co. and is sent to any hardware dealer dropping them a request post card.

CLEAN UP OLD STOCK

Every dealer owes it to himself and his trade to give his stock a general, thorough cleaning up at least twice a year for several reasons:

First—You ascertain the goods you are out of; which makes your buying much easier.

Second—You are enabled to keep your stock in first-class condition.

Third—You can pick out the odds and ends and clean them up by a special sale.

Fourth—You remove all dust and dirt, and cleanliness is next to godliness.

Fifth—You keep your goods looking like new stock.

Sixth—The ladies like a store like that and will trade there.

Seventh—After this work is done the boss feels better, takes on new life, is proud of his store and is a better salesman.—Price Current.

OLD ESTABLISHED HARDWARE

An old Toronto hardware firm is that of the Aikenhead Hardware, Limited, now located at 17 Temperance street. This old business was established by the Ridout Brothers, Joseph and Percival, in 1830. For many years the store was a landmark at the corner south-east of Yonge and King Streets. In 1868 James Aikenhead joined the firm with A. T. Crombie, under the name of Ridout, Aikenhead and Crombie. In 1874 the Ridout interests dropped out, and in 1893 Thomas E. Aikenhead bought out Mr. Crombie. In 1901 the firm became a joint stock company, and a number of employees secured stock. The location of the store in 1890 was changed to number 6 Adelaide street east, and in 1905 the company purchased the present store at 17-21 Temperance Street. Mr. Aikenhead's son, James Aikenhead, is now a member of the firm.

Electrical Appliances a Good Line

A quick canvass was made by the commercial department of the Cleveland Electric Illuminating Company a short time ago, to determine the use made of electrical appliances in Cleveland homes. The principal effort of the canvass was directed toward finding out the proportion of the appliances in the homes which were not in use, and also the cause for their not being used. Two principal reasons were looked for, namely: (1) Appliances out of order, and (2) inconvenience of use, owing to lack of plugging facilities.

Forty district salesmen each made approximately thirty-five calls, totaling about 1,400 homes visited.

No Oily Black Smut With Electric Motor Lamps

Card to attract motor boat owners to put electric lighting outfits in their boats.

These homes were distributed over every section of the city, but were not in suburban districts.

From the homes having appliances the following data were obtained:

949 homes having appliances were visited.

1,501 appliances were found.

1,383 were in use, 92.2 per cent.

118 were not in use, 7.8 per cent.

52 appliances were found out of order, 3.4 per cent.

8 were not used because base plugs were lacking.

58 were not used, for miscellaneous reasons.

The following report from the Electrical World shows the possible business to be derived from a town or city.

It would be of interest to see how figures of Canadian cities compare with Cleveland. There is no doubt that Canada is a fertile field for electric appliances, and it behooves the electrical dealer to take the opportunity by the forelock and secure the business which those in other lines are trying hard to obtain. Electrical dealers should get after the business systematically, energetically and thoroughly. If they do Canadians generally will also become users of electrical household conveniences.

CO-OPERATING IN ADVERTISING BUSINESS

The hardware dealer has a good chance for co-operating with dealers in or manufacturers of various lines. He can put on a show which will attract the attention of every housewife in the town or city where your store is located.

A British Columbia dealer held a co-operative electrical show recently to demonstrate electrical appliances. The features of the show included: Electric ranges for cooking; electric appliances for heating; electric washing machines; electric suction cleaners; electric motors; electric coffee roasting.

An expert laundress, by the courtesy of the Pioneer Laundry, demonstrated the execution of high-class work by the use of the electric iron.

An electric coffee roaster from the plant of Messrs.

Malkins, Ltd., showed how the green coffee berry is made ready for the electric coffee percolator. Demonstrations were also made of Malkins pure baking powder.

By the courtesy of Messrs. Mason & Risch, Ltd., music was furnished on a player-piano and an electric Victor-Victrola, and an invitation was extended to the ladies to visit the salesroom for a rest, a cup of tea, and to hear the music.

There was also an entertainment rendered at the showroom one evening by the Orpheus Male Choir, under the leadership of Mr. J. Hislop.

FLASHLIGHTS AS CHEAP AS MATCHES

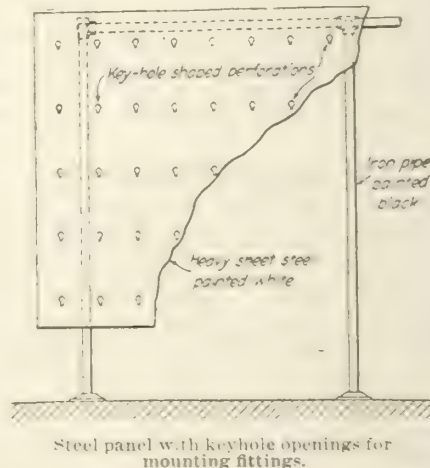
It costs no more to operate an electric flashlight than to use matches for the same purpose, according to figures compiled recently by Ever Ready Works. Each Eveready tungsten battery (for flashlight use) is guaranteed to burn for a certain number of hours, and, using this guarantee as a basis, it is found that the average cost of operating an Eveready flashlight is one cent for 600 flashes, of a second each, or for 60 flashes of 10 seconds each.

Now, the average one-cent box of safety matches contains just 60 matches. Each of these will burn for 15 seconds, but when allowance is made for some blowing out and others being used for a second or two only, it is estimated that the average match does not burn longer than 10 seconds. At this figure the cost would be the same as that of using an Eveready flashlight.

Some of the most popular styles of Evereadys, however, cost a good deal less than this to operate. Take for instance, the tubular pocket flashlight known as "Eveready No. 2631," in which the battery gives 1200 flashes of a second each for one cent. This size battery costs only one-half as much to use as would safety matches.

EFFECTIVE PANEL FOR ELECTRICAL FITTINGS

Hardware dealers who wish to display small fittings at shows or even in the shop are generally at a loss for some easy and striking way of accomplishing this end. The Crouse-Hinds Company, Syracuse, N.Y., solved



this problem at a recent Chicago show by using a perforated steel panel mounted on a pipe frame as a vertical support. A short machine screw in the back of each fitting held it in place securely but allowed visitors to remove it for observation by lifting the device slightly upward and then pulling it toward them. The key-hole shape of the perforation punched in the board is shown in the sketch.—Electrical World.

How I Meet Mail Order Competition

By A. B. COWLEY

IN spite of the nation-wide agitation that the small town is doomed and that the combination of the various forces working against it will build up the cities and destroy the small villages, I want to express my own opinion that there were never greater opportunities for systematic merchandising than those that are with us to-day.

However, it is not my opinion that we can continue to conduct business as we did twenty years ago. The wonderful growth of the mail-order business is ample proof of that statement. It is high time that the merchant of to-day should stop cursing the mail-order houses and to learn more of their methods and to put them into practice.

Studies Catalogue and M. O. Methods

If you are of the opinion that what I have to say is to be a tirade against mail-order concerns and their methods, you are doomed to disappointment, for permit me to say at this time that the main houses in the business and particularly the two with whom we come more often in competition, have my fullest admiration, and I never tire of studying their offerings and ways of reaching the people. I get the mail-order catalogue as regularly as they are issued and use them constantly as a ready reference. My catalogues are so much a part of my daily work that the other evening, while engaged in helping me with my work, my eldest son asked: "Shall I put the catalogue in the safe with the ledger and cash book?"

I have purchased considerable mail-order merchandise and placed it in my store for comparison. I have tried in all my transactions to be absolutely fair, not alone with myself and my customers, but with the mail-order houses as well, and while some of my investigations have been in the hardware line, and possibly the same fact would not be as nearly true in some other lines, yet I am convinced that the two large mail-order houses are giving splendid values for the money.

Doesn't Believe in Knocking

It is not my belief that mail-order competition can ever be met by the merchant taking the position that mail-order goods are inferior nor by any other such talk tending to "knock." I believe this is true mainly because it is so; and secondly, you are only tending to bind closer the ties between the mail-order firm and his customers in your territory. I believe then that mail-order competition must be met by being able to meet it and to know that you are. Be sure of your merchandise and its quality. Secure the confidence of your trade, and render a local service superior to the distant service of the mail-order houses.

It is our belief then that the struggle against mail-order competition is to succeed along the broad principles of the application of the Golden Rule. Don't try to "Bust the Trusts"; that's too large a job for you, but rather use your efforts in your own community and among your own customers to "bust the dis-trust" which is forming.

Discuss on Basis of Price, Quality and Service

We merchants are of the opinion that the farmers are getting rich. With few exceptions that is not true in the present day. The farmers are confident that the

merchants are becoming rich off them. We know that with even fewer exceptions that such is not the case.

The jobber realizes that his existence hinges on the ability of the retailer to make money and it is equally important that a strong system of co-operative steps be taken by all to get right into the heart of this question of meeting mail-order competition, and when you are absolutely right from the question of price, quality and service, then you are in a position to go to your farmer customer and ask for his business on an equal basis, leaving out all the question of building up your town, helping you pay taxes, and all the other thread-bare arguments.

This argument of town loyalty is all right, but it has more than one side and it is quite often the case that the business man who "hollers" the loudest about spending your money at home is the one who abuses it the most.

We must remember that the town was established after the farmers had settled, and the merchants followed to make money off them. Instead of expecting that the farmer must trade in the town regardless of what you are charging him for his merchandise or what service you are rendering, try and consider that you have a duty to perform in community building by keeping in line with the times, and if in any way your town is not right, it is your duty to help make that town right and a good place in which to trade, by first bringing your store and its policy up to standard.

When I speak of co-operation, don't misunderstand me as being favorable to co-operative merchandising outside of the regular trade, as I believe in the jobber and cannot see but what he has a very important position to play in the distribution of the merchandise, but I believe in that form of co-operation that embraces all the lines of business agents, manufacturer, jobber, retailer, banker and consumer.

HARDWARE OFFICER KILLED

Official confirmation of the news that Lieut. H. Walter Vallance, of Hamilton, was killed in action, was received by relatives recently, from the department at Ottawa. No particulars were given. The young soldier could have only been in the trenches a few days, judging by the last communication that came from him.

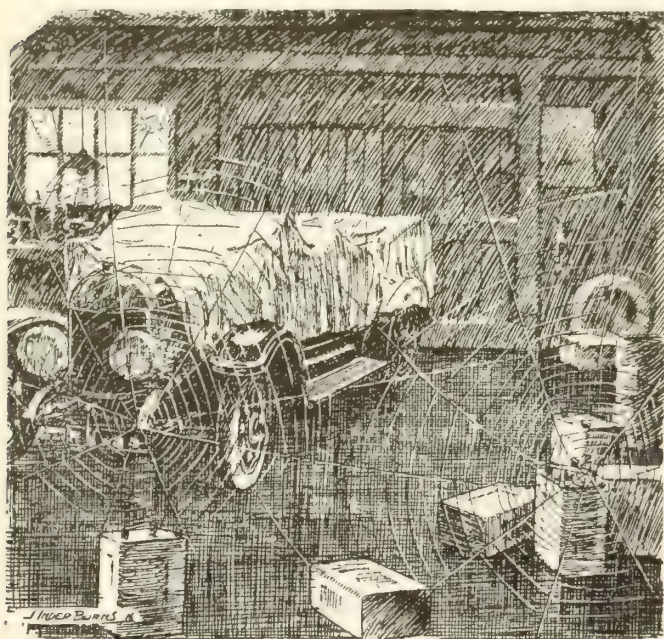
Lieut. Vallance, who was 25 years of age, was the son of the late William Vallance, head of the Wood-Vallance Co., and who was known as the dean of the hardware business in Canada. His father and his uncle, George Vallance, were veterans of the Fenian raid. He was a nephew of Lady Taylor. The dead officer is survived by three sisters, Mrs. John G. Gauld, Mrs. H. W. Zealand and Mrs. John D. Moodie, and four brothers, William E. Vallance, of Hamilton; T. Victor Vallance, of Winnipeg; Lieut. Murray Vallance, of the Tiger battalion, and Flight sub-Lieut. Arthur Vallance, of the Royal Flying corps.

The man who deserves promotion is very seldom found whining for it. Not that he always gets it, but he is not the whining kind of man.

Go After Sale of Auto Accessories

The earlier the hardware dealer engages in the automobile accessory business, the better, so that he may expand with the trade and the more easily assimilate the fine points of the business. The man who can learn the talking points on a malleable range or knows how to sell heating and plumbing, would have no difficulty in mastering the intricacies of carbureter, brakes, general car driving, use and abuse of the clutch and gears, etc. Thus he will aid car owners by telling them how to avoid engine troubles, rather than to wait until their car is ready for the hospital and must go into the hands of the repair man.

The car owner who comes in, complaining of the hard road, is in a receptive mood for a shock absorber. If he tells about a narrow escape from a careless driver on a sharp curve, or a snowstorm, fog or blinding rain, that is the time when an auto horn will appeal to him. If the weather turns cold after he has bought his car, he may need a better spark plug, and a slippery, wet road induces the frame of mind where a set of tire



The price will hardly go high enough to bring about this result, as suggested by the cartoonist in "Autocar."

chains sell very easily. When he is all bundled up, ask him the time and after he has worked down through a number of garments he might buy a dash clock or wrist watch.

Ford conveniences or accessories are a line by themselves. The "peace car" is not equipped with self-priming spark plugs; it lacks oil and gasoline gauges which register the amount in the tanks, and a good vacuum gasoline system will make riding home more certain.

A Ford owner is usually receptive for shock absorbers, electric warming pad for the drivers' hands, muffler cut-out, tire holder, tire cover, horn, vulcanizer, electric lighting equipment, self-starter, electric connection trouble lamps, flashlights, electric dry batteries, battery tester, a modern carburetor for present day gasoline, grease gun, a spark plug pump, speedometer and repairs of radiator hose, brake lining, springs, wind shield, leak-proof piston rings for worn cylinders, top, disguise hood for radiator front, chains, tires, inner

tubes, reliners, patches, cement, soapstone, and many other items.

HARDWARE DEALERS SHOULD GET IN NOW

There are many hardware firms making a success of the sale of auto accessories and in many cases automobiles as well.

The trade of the autoist is very desirable, and the cost of putting in a small stock of auto accessories is not very large. The stock can be added to from time to time as the needs of the autoists become known to the dealer.

The large annual increase in the number of auto owners in Canada is opening an exceedingly large field for the sale of auto accessories, and the department stores have not been slow to recognize this fact.

POPULARIZING THE AUTO

Now that automobile accessories occupy a prominent department in many of our hardware stores, it is interesting to note that as the prices of automobiles has been steadily reduced to the public with the result that hundreds of thousands of new buyers have been discovered, the price of accessories has also moved downward. This is what might logically be expected to happen, but that it has actually occurred is believed to be one of the strongest reasons for the belief that the automobile as a means of pleasure has by no means reached its maximum distribution.

SPECIAL CASE FOR ACCESSORIES

A Michigan hardware store is a strong believer in the profit possibilities of auto and bicycle accessories, and also thinks that such goods deserve a prominent display in the store. Just inside the door of the store is a square glass show case about 6 feet high fitted with a number of shelves. In this tubes, patches, spark plugs and various other items in the accessory line are kept on continual display. It helps sales and it tells people that such goods are handled in that store.

OF INTEREST TO THE AUTOMOBILE OWNER

Sediment, dirt and moisture frequently get into the gasoline system and cause mis-firing, irregular power, and occasional stopping of the motor. Because of this some motorists find it a good plan to clean out the feed tubes and needle valve seats once a month. But if the motorist will buy the right kind of funnel, or will use the chamois—that you sell him—much of this trouble will be avoided.

AUTO ACCESSORY NOTES

There are approximately 80,000 automobiles in use in Canada. Every car owner is a buyer of auto supplies and hardware. What are you doing to secure the patronage of the autoist?

One big result of the show window work is to develop the sale of accessories by hardware men. Variety stores have sprung into the game in some cities. Other lines of business are taking it up, but it seems most logical for the hardware dealer, who probably already carries stocks of oils, grease and gasoline, and who can easily increase the sale of these by introducing and pushing accessories.

Concentrating on One Paint Line is First Step to Success

Proper arrangement means efficiency—Helping the customer—Selling brushes also—Bring up the prices.

The paint dealer who wants to sell more paint should realize that one of the fundamentals of the whole proposition is concentration. This means deciding on a line, sticking with the line, putting enough goods in to make a showing and take care of the demand, and then—hitting the line hard!

The trouble with the average retailer who is not making good with his paint and varnish stocks is that he is a trifter. He is not sufficiently stocked, in the first place; and in the second, he is carrying too little of any one line to do it justice.

The suggestion is not being made that, having put a certain line in stock, the bars are to be up eternally thereafter to all others; but it is undoubtedly true that after the dealer has once come to a conclusion regarding what is best for him to handle in his particular market, he ought to give that line every possible opportunity to make good; and it can't make good if it must compete for attention with a number of others, with none of them strong enough really to furnish the "punch" that is needed to put over sales of real consequence.

There is no getting away from the fact that the public is impressed with size. The merchant may not be able to pile a stock of anything mountain high; but he can make the stock that he does carry look bigger and carry more weight with the prospective buyer if he is confining his attention to that one particular proposition.

If he is fooling with more than one, without really plunging on any, his stocks are sure to be broken all the time, and instead of reordering and filling up the line, as he would logically do if he were following the policy of concentration, he allows things to drift, trusting to fill in with one what he lacks in another. This proves unsatisfactory to himself; as a merchant, because anybody who has to talk the "just as good" proposition, merely because he wasn't live enough to have the goods on hand when the demand came, is weakening his position.

When he has but one line in stock, and is concentrating on that, he can watch it closely. As the call for goods develops and breaks the stock, he can reorder, constantly keeping a good supply of every item on his shelves. This is good business for him, because it means the best of service for the customer. When the buyer wants it, it is there. No qualifying or substitution or juggling with the stock is necessary. The dealer is in a position to deliver the goods, and the customer is certain to feel better over it than if a more or less broken line of several brands is offered.

There may be times when it becomes advisable for a dealer to change his line. Circumstances may arise which make it impracticable to continue selling a certain brand of goods, and when policy requires that some other line be installed. But, no matter what the conditions may be, the dealer ought to put it down that he is not going to succeed in the paint business unless he concentrates his efforts, just as a general concentrates his artillery fire. He must demolish opposition, and make an impression on the customer that

will be remembered. He can't do that unless he has given his interest and support to one line, and is pushing that practically alone.

TRY TO SELL THE BRUSH ALSO

"How are you fixed for brushes?" is the question with which one salesman invariably follows up a paint sale. Too many dealers miss the opportunities afforded by paint sales to push accessories—the incidental equipment without which a good job can't be done. For a first class job, the amateur—who doesn't want to hire a professional painter—should certainly have a complete equipment of brushes, large and small. Otherwise, he is bound to waste time and paint, and to produce a finished coat that shows up badly. Where to use the big brush, with its flat edge and broad stroke, and where to use the little brush which gets into the narrow corners, is a point that the customer is too often left to discover for himself. Yet it takes the wide-awake salesman only a moment to explain these things. Incidentally, he sells two or three new brushes where, normally, the old, worn brush in the woodshed would probably be made to do.

HELP CUSTOMER GET RESULTS

The man who purchases paint of any kind, floor finishes or accessories, does not buy these things as so much stock; what he is purchasing are the results which paint, properly applied, should accomplish for him. He is purchasing so much added attractiveness to his premises, so much increased rental value for his house, so much longer life for the timbers of which it is constructed, and so much more healthful conditions for those who are to live there. It is these results which the paint man urges when he sells paint. The purchaser who secures these results is that satisfied customer who, according to tradition, is the paint dealer's best advertisement.

BASE PRICE ON PRESENT COSTS

It is an accepted axiom of dealers who give the matter due consideration that merchandise should be priced at retail on the basis of replacing rather than of original costs. This is true of the paint stock purchased prior to the recent advances.

Go through the stocks on hand, armed with the latest quotations from your paint house. Erase former retail price marks and substitute for them a new set of prices based on present values.

It may be that a competitor in the same or a nearby town will continue to sell at the old prices. That is no reason for another dealer following suit. Sooner or later this under value paint seller will have to go into the market and buy to replace stocks. Then his prices must of necessity show an advance.

Because one dealer does business for the pleasure of it is no reason for another trying the same game.

Born and Bred in the Paint Trade

By W. S. McLennan

When a man is born and brought up in any particular line of business the laws of heredity and environment naturally have some influence in molding



W. S. MCLENNAN
Of Brandram Henderson, Limited.

and fashioning his career, should he decide to follow in the footsteps of his predecessors.

At any rate these laws appear to have had material effect in the career of Mr. W. S. McLennan, the recently appointed sales manager for the central division of Brandram - Henderson, Limited, with headquarters at Montreal, his father, C. J. McLennan, being the paint manufacturer who invented what is known as the "dipping process" in the making of paints, now so

extensively used in Great Britain, the United States and Canada.

But although to the "manner born" that was evidently not sufficient for young McLennan. His subsequent career shows that quite clearly, for after finishing the chemistry course at the School of Science, University of Toronto, he spent six years in the practical manufacturing of dry colors, varnishes and paints. Then followed eight years on what is generally termed the business end of the industry, during which he filled such executive positions as sales and advertising manager in the United States, as well as in Canada. The last three years were spent with Lowe Bros., Limited, Toronto, as sales and promotion manager. He may, therefore, be said to know the paint and varnish trade from A to Z, not because he was born into it, but because he so willed that it should be.

All Mr. McLennan's strength as a business man does not, however, lie in his knowledge of the paint and varnish trade. As a matter of fact the executive positions which he so successfully filled proves this. Mere knowledge of even such an important industry as that of paint manufacturing does not carry a man very far unless he possesses other qualities to carry him forward.

Mr. McLennan's outstanding qualities besides those appertaining to his knowledge of the paint industry, are his ability to master details and inaugurate effective plans for the promotion of business undertakings. Those who know him best within the sphere of business declare that these are two of his most outstanding characteristics. As Brandram-Henderson have plans under way for promoting business with the hardware trade, we may soon expect to see some manifestations of Mr. McLennan's prowess, especially as he knows the hardware trade "like a book."

PROPER ARRANGEMENT MEANS EFFICIENCY

Dealers handling hardware, tools, implements, paints, varnishes, wire, fences, etc., should arrange the various departments so as to not only meet the demands of customers, but to give the greatest possible efficiency in handling.

It is important that different stocks should not only be kept neatly, and in a way that gives them the best display, but they should be arranged systematically.

There is a great deal of lost motion when you have a paint department with your stock on shelves and in show cases, and then have to take the customer a quarter of a mile to the end of your property for his linseed oil, turps and such affiliated lines. These can be kept at a fire-safe distance and yet be handier to the paint department.

From a sales standpoint it is highly important to have all of the related lines as close together as possible, so that there is no waste of dealer's or customer's time taking him away across your store or up or down two or three flight of stairs or out in the yard to see some item closely related to what he has just bought.

The power of suggestion is lost when stocks are not properly arranged in this manner. It is easy to sell a customer a brush after he buys paint if you have brushes displayed properly and nearby. It is also easy to sell a customer nails after he has bought a hammer and vice versa, if you have these things arranged right and if the clerk is alert. Check up the arrangement of your store once in a while and see if there is too much lost motion in getting a customer from one department to another, and if you are making the most of your opportunities or if you are letting the customer get away with too small a purchase when you could conscientiously sell him more goods.

The successful merchant keeps these things in mind and changes the arrangements to meet the existing conditions.

PAINT MAN TO LEAD OVERSEAS BATTALION

C. C. Ballantyne, president and managing director of the Sherwin-Williams Co., may go overseas as commanding officer of a new battalion to be raised at Montreal, by the Grenadier Guards. For several months he has been urged to accept such a commission by General Sir Sam Hughes, and also by Brig.-Gen. E. W. Wilson.

In his younger days Mr. Ballantyne was ten years with the Sixth Battalion Fusiliers. When war came he joined the Mounted Home Guards as troop leader of No. 2 troop. Then he became officer commanding "C" Squadron 13th Scottish Light Dragoons the position he holds now. He has taken his qualifying course.

PAINT NOTES

W. S. McLennan has been appointed sales manager of the central division of the Brandram-Henderson Co., with headquarters at Montreal. He will also have charge of the advertising for the company. Mr. McLennan was for three years sales manager at Toronto, for Lowe Bros.

The Consolidated Plate Glass Co., Toronto, has increased its capital to \$500,000.

W. J. Egan, Canadian Trade Commissioner at Cape Town, South Africa, in a report to the Ottawa Government, states that there exists there a demand for brushes and hair brooms of all kinds.

Pattern for Blacksmith Hood

By O. W. KOTHE

Blacksmith's hoods are made in many different shapes and sizes. However, they are usually made to fit the forge and in such a manner that they will catch practically all the smoke from the fire. The one shown in this plate is one that is in frequent use and answers the requirements very well. The principle as applied to this hood may be used in developing most any kind of a hood, be it for blacksmiths or for blow pipe hoods.

In this problem first draw the half section A to the required shape. Then divide all curved lines in equal spaces as shown from 2 to 16, and from these points erect lines until they reach the centre horizontal line 2 ft. 16, as shown by 4 ft., 6 ft., 8 ft., etc. Now draw the elevation to conform with the half section A, then construct the curve to its proper shape, which completes the outline of the hood.

Describe the section B and divide in the same number of equal spaces as section A, as shown by 1-3-5, etc. Then from these points drop lines until they cut the line 1-15, as shown by 3 ft., 5 ft., 7 ft., etc. Now connect all points with lines, thus dividing the elevation into triangles.

To obtain the true length of these lines, draw the line A-B in diagram of triangles, take line 1-2 ft. from elevation, and any place as 1 in line A-B as centre mark line A-B and erect a line equal to 2-2 ft., in section A. Now take line 2 ft., 3 ft., from elevation, and 2 in line A-B as centre mark point and erect a line equal to 3-3 ft. in section B. Next take line 3 ft., 4 ft., from elevation, and with point 3 in line A-B as centre, mark point and erect a line equal to 4-4 ft., in section A. Continue in this manner until line 15 and 16 is transferred to diagram.

Note.—The pattern will be developed for this hood

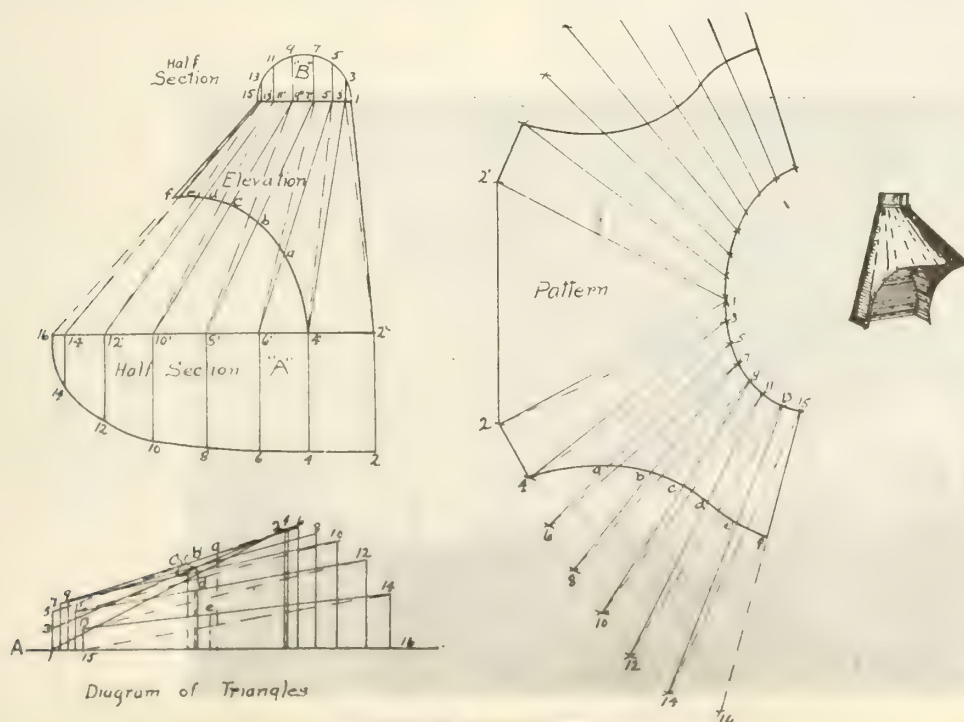
as though it were a transition piece, and after the entire hood is developed then we will cut the curve or miter line out as shown.

To proceed with the pattern, draw a line equal to twice the length of 2-2 ft. in section A, as shown by 2-2 ft. in pattern; next take line 1-2 from diagram, and 2-2 ft. in pattern as centres strike and cross arcs in point 1 as shown. Take the space 1-3 from section B and with 1 in pattern as centre, strike arcs as at 3. Also take the straight space 2-4 from section A, and 2 and 2 ft. in pattern as centres strike arcs as at 4. Now take line 2-3 from diagram, and with 2 and 2 ft. in pattern as centres cross arcs in points 3, and take line 3-4 from diagram and 3 in pattern as centres cross arcs in points 4 as shown.

Repeat this operation until points 15 and 16 in pattern are located. Next draw lines to all points where arcs cross and the outline for the full transition piece is complete.

To cut out the portion as shown by the curve or miter line in elevation, mark all the points where the curve crosses the full lines in the elevation as shown by a-b-c-d-e and f, and with the compass take line 5 ft.-a from the elevation, and using points 5 in line A-B as centre mark, point and erect a line until it reaches line 5-6, as at a. Then take line 7 ft.-b from elevation, and 7 in line A-B as centre, mark point and erect a line until it reaches line 7-8 as at b in diagram.

In like manner take lines 9 ft.-c, 11 ft.-d, 13 ft.-e, 15 ft.-f, and place them in their proper places in the diagram. Now by setting compass equal to 5-a in diagram, and point 5 in pattern as centre, cross line in point a as shown. Take line 7-b from diagram and point 7 in pattern as centre cross line in point b as shown. Continue this way until point f is located in pattern, then trace a free hand curve through these points, also connect all other proper points, and the pattern for the blacksmith hood is finished. Applying this principle in determining the miter line and working from the sections, saves you drawing a plan and front view for the hood.—American Artisan.



Pattern for Blacksmith Hood.

The Filing of Correspondence by the Retailer

Every retailer should have a system whereby he can readily locate any letter he desires.

THE average dealer does not give near the attention that he should to the filing of his correspondence. The truth is that a good many retailers have no system of filing correspondence at all. How often you have seen a busy man spend from fifteen minutes to a half-hour trying to find a letter which he badly needed. If the dealer will only stop to consider he will realize that a good deal of time would be saved in a year by a little system, and time to the business man means money.

How Dealer Can Prepare Filing Cabinet Himself

Suitable filing cabinets for the care of correspondence can be purchased at a moderate price, or the dealer can make one himself at small cost out of an ordinary box, if he is not too particular regarding appearance. The box should measure 12 inches wide and about 10 inches deep. The folders can be made of light cardboard or can be purchased at a low figure. Heavy cardboard, with the letters of the alphabet at the top, can be used for an index. One folder is used for each correspondent, except with those from whom a letter is received very seldom; these will be placed in one marked "Miscellaneous A," or whichever letter they follow in the index.

How to Operate

All letters to or from each correspondent are placed in the folder bearing his name. A good plan is to fasten to each letter a copy of your reply, or if the dealer has a typewriter, a copy of the reply can be placed on the back of the letter. By this system many minutes will often be saved when past correspondence has to be referred to.

The same system can be used to advantage in the filing of invoices. The one cabinet may be used for both by having two folders for each firm.

STOVES SOLD IN SOUTH AFRICA

One of the best selling cheap stoves in South Africa is one that will burn either coal or wood and is fitted with firebrick lining and has drop down bars, says the Weekly Bulletin of the Canadian Department of Trade and Commerce. The stove is fitted with an invention for easy cleaning out of soot in front, sheet steel ashpan with cast-iron front and draught slide, extension hob which can be placed at either end of stove, ornamental fret under oven lifting automatically to the level of oven bottom when oven door is opened, and "air-cooled" door knobs. Poker, rake and lifter are sold with each stove. This stove is also sold with portable copper side boiler and end plate with draught slide. The stove is made in four numbers, 6, 7, 8 and 9, but generally sold in the three numbers 6, 7 and 8. The present retail price in Cape Town for No. 6 is \$11.35; for No. 7 is \$15; for No. 8 is \$19.25 (pre-war stock).

Another stove which competes with the above has not quite the same number of features, such as the pan-holding fret. It is a plain stove, but is sold in the same numbers and sizes, 6, 7 and 8. The prices for this latter stove are: No. 6, 19s.; No. 7, 24s. 6d.; No. 8, 28s. 6d. At present there is an advance of 10 per cent. on these quotations. The same stove made in a lighter weight is sold at 17s. 6d., 21s., and 24s. 1d., with a present advance of 10 per cent.

A new amendment to the Ontario Companies Act passed at the last session, provides that if any person or persons doing business who are not incorporated and who use the word "Limited" after their names shall be liable to a fine not exceeding \$10 for every day the title is used. It would be interesting to know what caused this action; no doubt, there was some good reason for it.



IF FIRE SHOULD VISIT YOU TO-NIGHT, WOULD YOU BE PROPERLY PROTECTED?

IT is one of the uncertainties of life. No one knows when the great devastator—Fire—may visit his store and leave it in smoldering ruins. It behooves every dealer to be prepared against such a catastrophe by having his stock and store fully and well insured and his business papers and records properly protected. In justice to himself and the business he is fostering, as well as for the protection of his family and creditors, the dealer should be prepared. Now is the time to give consideration to the subject—not after a fire has occurred.

Manitoba Retail Merchants Convention

The second annual convention of the Manitoba Retail Merchants Association was held at Winnipeg, on June 6, 7 and 8, with nearly 200 delegates in attendance.

"How Can the Retailer Combat Mail Order Competition?" was the most outstanding question discussed, and many opinions were expressed. A joint committee, representative of the R. M. A. of the three prairie provinces, was appointed to discuss mail order competition and other trade problems and bring in a report at a future convention. Nails and barbed wire were the hardware items on which competition is most keen.

E. M. Trowern, Secretary of the Dominion Board, was one of the prominent convention speakers. He told of the early days of the R. M. A., and in referring to mail order competition mentioned the fact that the Toronto branch were prosecuting the T. Eaton Co., for misrepresentation in their advertising of paint. This 33 cent paint matter was taken up at the last convention of the O. R. H. & S. D. A., and was reported in the March and April issues of Canadian Hardware Journal.

Satisfactory reports were presented by the provincial officers, the treasurer stating that he had a balance of \$730.32.

Secretary J. H. Curle reported the work done by the joint committee of wholesalers and retailers, which had done much to prevent bankrupt stocks being slaughtered to the disadvantage of dealers in trade. This committee had also done much to offset complaints made against jobbers selling direct to consumers.

The Manitoba R. M. A. had made a start during the year in trying to have questionable and misleading advertisements excluded from the daily papers.

Addresses were delivered on "Commercial Preparedness," "Getting More Business," and "The Retail Merchant as a Community Builder." D. B. McGee representing the wholesalers, and C. H. S. Bamford, representing the Sales Managers' Association, also addressed the convention.

J. L. S. Hutchinson, of the Saskatoon Hardware Co., said he did not think the jobbers and retailers had got together a bit too soon. It was absurd for anyone to say there should be no jobbers as long as there were retailers; what they must agree on was that there were too many retailers, and too many jobbers, and their ways of conducting business were far too expensive. It was necessary for both of them to adjust their ways of doing business; the mail order houses were here to stay, and they must get together to fight them.

Mr. Hutchinson's address was the big topic of the

NEW OFFICERS OF MANITOBA R. M. A.

The officers of the Manitoba Branch of the R. M. A. elected at the annual convention at Winnipeg, were as follows:

President—C. F. Rannard.

1st Vice-President—J. A. Banfield.

2nd Vice-President—A. G. Box.

Secretary—J. H. Curle.

Treasurer—T. S. Connell.

Delegates to Dominion Convention—J. A. Banfield, T. S. Connell, Horace Chevrier, C. F. Rannard and W. T. Devlin.

convention. It was agreed that the matters mentioned by him should be taken up by the resolutions committee.

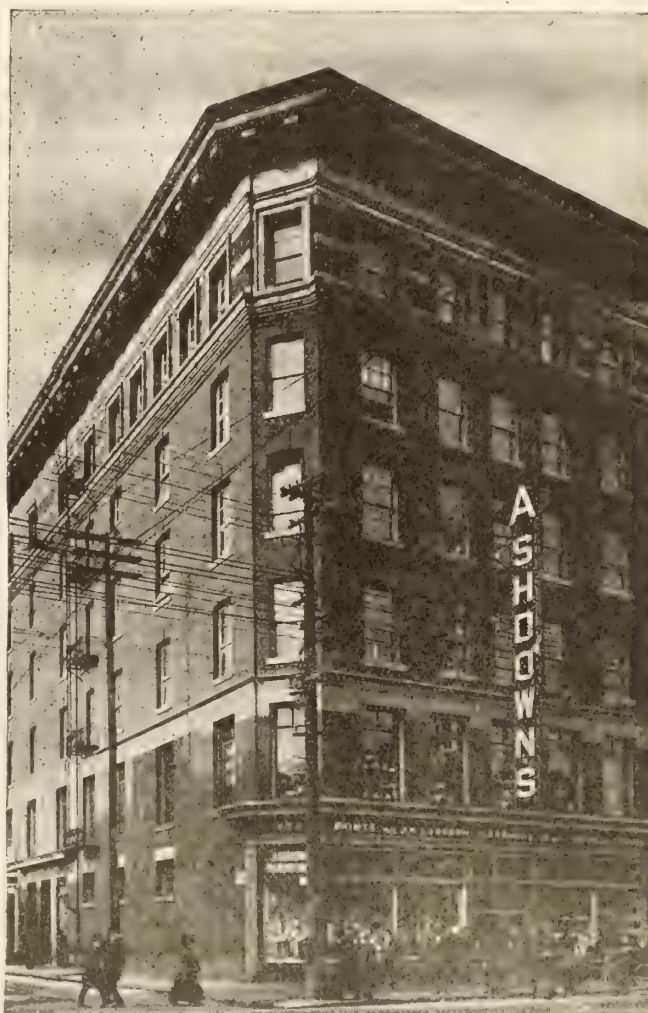
Mr. Box is a hardware dealer, members of Box Bros., Souris, Man.

WESTERN TRADE NEWS

L. T. Walls, Winnipeg, has resigned from the sales staff of the Steel Company of Canada, and joined the Manitoba Rolling Mill Co., Winnipeg.

The Grandview Sheet Metal Works, Ltd., Vancouver, has obtained a provincial charter, with a capital of \$10,000.

Beatty Bros., Fergus, Ont., have opened a branch



One of the large Winnipeg hardware stores.

at Edmonton, Alta. An addition is also being made to the main plant at Fergus.

J. G. Steacy & Son are moving their hardware business from Crystal City, Man., to some town in Saskatchewan.

Arthur McLean, a retired hardware dealer, of Edmonton, Alta., died in that city recently. A son, Cedrie, now conducts the business.

The father of C. H. S. Bamford, sales manager of J. H. Ashdown Hardware Co., Winnipeg, died recently, at Burlington, Ont.

The Manitoba R. M. A. waited on the Provincial Minister of Public Work, asking exclusion from the Workmen's Compensation Act.

How Credit Accounts are Handled

By GARY E. STEWART

Secretary, Merchants' and Retail Credit Association

The method of handling credit accounts has been taken up at several of our meetings, and the writer has submitted the form attached for use in offices, so as to enable the accountant or proprietor to know at all times the standing of each and every account.

This form contains a column for the folio of the account, the name, address, and also columns for each month's purchases and cash receipts. Also columns for allowances, notes, etc. In the total column the amounts are all entered in pencil, all other entries being made in ink, as they do not change. For explanation, I have taken an account of John Jones, 555 5th St. S.E. You will see that he owes the firm \$15.00 on January 1st, that being the balance of his account from 1914, and that he had made purchases during January to the amount of \$4.00 and has paid \$10.00 on his account. The first entry shows the sheet as it would read on the 1st of January, the second entry as it would show after he has made the payment, the third entry as the account would stand after inserting his purchases for the month of January. Several other entries are made on the sheet and can easily be followed by the above explanation.

This system has been worked out in a great many cases, and has proved to be a great help, as a merchant

relation to net profits, that a large turnover on a small gross percentage is frequently more remunerative than a monopolistic percentage on only a small turnover. Many retailers make the mistake of adding a certain percentage to cost and when the goods are sold, figure the profit thereon at the same rate per cent. on the selling price. The writer has suggested that the selling price be used as the basis of computation and that the cost price be referred to only as a percentage of the selling price.

The retailer should know how to deal with slow accounts and understand the ill effects on his profit and loss statement of carrying heavy book accounts. Many a merchant jollies himself that he is solvent and prospering by including doubtful accounts and merchandise that has deteriorated in value as a part of his realizable assets at their face value. He does not do this with any intent to mislead, but such figures, if presented as a means of obtaining credit are, to say the least, unfair, and such practice has caused wholesalers to eliminate book accounts as assets altogether.

COST OF LAPSING DISCOUNTS

In order to show retailers the high price they pay for the privilege of taking full time on their invoices, an exchange has presented the following table showing the interest equivalents of a few cash discounts.

(1) One per cent. in 10 days in a 30 day bill means

18 per cent. per annum. Example: Invoice \$1,000, 30 days net, 1 per cent. for cash in 10 days. If the merchant pays in 10 days he receives \$10 cash discount, which, in effect, is the interest the wholesale house pays him for the use of \$1,000 for the 20 days unexpired time. This is at the rate of 18 per cent. per annum for the interest on \$1,000 for 20 days at 18 per cent. is \$10.

(2) Invoice \$1,000, terms 60 days net, 2 per cent. for cash in 10 days. Discount \$20, unexpired time 50 days, interest equivalent 14 4-10 per cent. per annum.

(3) Invoice \$1,000, terms 6 months net, 6 per cent. for cash in 30 days. Discount

\$60, unexpired time 5 months, interest equivalent 14 4-10 per cent. per annum.

(4) Invoice \$1,000, terms 4 months net, 4 per cent. for cash in 30 days. Discount \$40, unexpired time 3 months, interest equivalent 16 per cent. per annum.

(5) Invoice \$1,000, terms 6 months net, 6 per cent. for cash in 60 days. Discount \$60, unexpired time 4 months, interest equivalent 18 per cent. per annum.

The above few examples will show what a heavy disadvantage the retailer works against when he takes full time on his bills. He could borrow money to discount his purchases and make 6 per cent. to 10 per cent. on the transaction besides keeping his business in hand better than he possibly can when he owes a large number of wholesale houses.

Wm. Boyd Stephens, formerly secretary of the Owen Sound Stove Co., died at that place, recently.

No.	NAME	ADDRESS	Total	1914	January	February	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1	John Jones	555 5th St. S.E.	15.00	15.00												
2	John Jones	555 5th St. S.E.	5.00	10.00												
3	John Jones	555 5th St. S.E.	9.00	19.00	4.00											
4	John Jones	555 5th St. S.E.	11.00	30.00	4.00	15.00										
5	John Jones	✓	2.00	32.00	4.00	19.00	10.00									
6	✓	✓	6.00	38.00	4.00	23.00	10.00	10.00								

Note: If Jones made a purchase each month and made payments occasionally, his account would show as follows on December 1st

John Jones	555 5th St. S.E.	38.00	15.00	4.00	11.00	10.00	4.00	10.00	10.00	6.00	10.00	10.00	10.00	10.00	10.00	10.00
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The check made on this shows how far the account is settled to

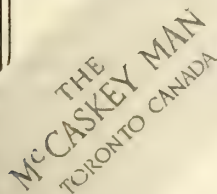
can tell instantly the condition of a customer's account, when he bought the goods, when payments were made, or any other information desired.

SOME FUNDAMENTAL BUSINESS PRINCIPLES

By S. E. STEWART

Bankrupt Stock Expert, Toronto.

It should be impressed upon every retailer, no matter how small his business, that proper account books must be kept, including at least cash, merchandise and ledger accounts; that sufficient insurance should be carried; that he should take stock at least once a year and in doing so, allow for shelf-worn, out-of-date, and damaged merchandise to a reasonable amount, and that it is often better to sell at a loss at a close of a season than carry over to the next. An effort should be made to show the retailer the effect of overhead expenses and their



THE
McCASKEY MAN
TORONTO CANADA

Give This Man Half an Hour

Will you give this man half an hour to tell you what McCaskey Service can do for your business and for your customer?

He's the McCaskey man and he knows the charge account business from A to Z. His bread and butter depends upon his knowing that business. If you will spend half an hour with him you can't help getting some mighty good ideas that will fit your business and you'll be perfectly welcome to them whether you give him an order or not.

McCaskey Service means as much to your customer as it does to you. For your customer is just as much interested in knowing how much he owes from day to day and in having his accounts kept in the simplest way and with the least possible expense as you are yourself.

McCaskey Service pays for itself in the average business in the time, money and mistakes it saves the merchant. One writing at the time of the sale and your books are always posted.

If you give the McCaskey man half an hour of your time to tell his story it will be worth your while. All you need to do is sign and mail the coupon.

McCaskey Systems, Limited, Toronto.

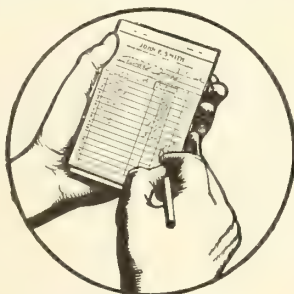
Gentlemen: I will be glad to give the McCaskey man half an hour to tell me how McCaskey Service saves the Hardware merchant time, money and mistakes.

Name

Address

Town.....Prov.....

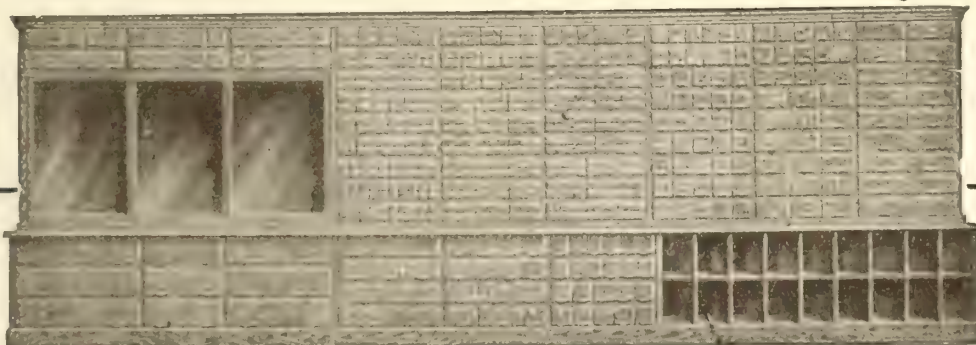
McCASKEY



Toronto, Canada

McCASKEY

"ONE WRITING"



ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service. Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same. Send for illustrated catalogue, it will interest you.

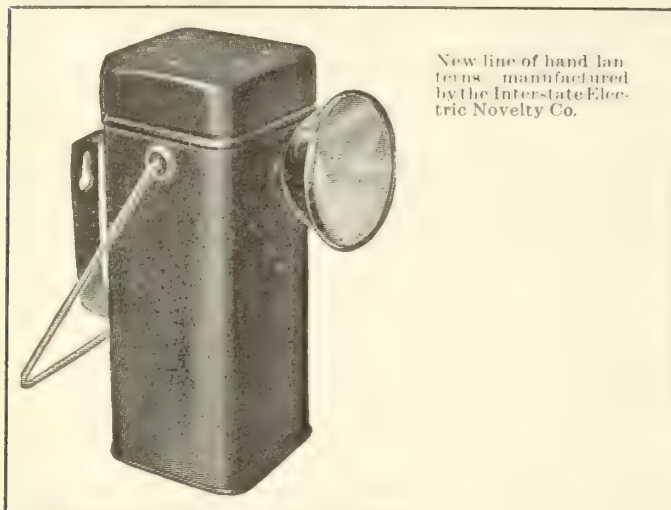
CAMERON AND CAMPBELL, TORONTO

NEW SWINGING HAND LANTERN

The accompanying illustration shows the new No. 4811 hand lantern being placed on the market by the Interstate Electric Novelty Co., Toronto.

The chief feature about this lantern is its simplicity of construction. It has all the connections so arranged that it is not necessary to make any adjustments to the battery or to make any wire connections. There are no wires, and all that is necessary is to slip the battery into the can, jamb down the cover, turn a small switch and the connection is made. All the parts are so made that they unscrew readily and are easily adjusted.

Another special feature is that each lantern is equipped with two handles, one at the top, which allows of the light being carried like a swinging lantern, and one on the back, which permits of the light being carried like a searchlight. This handle at the back has a



New line of hand lanterns manufactured by the Interstate Electric Novelty Co.

short slot in it, by means of which the lantern may be hung on a nail or hook on the wall. Then, too, each of these handles is adjustable and can be removed at will.

A point that dealers will appreciate is that, when shipping, the reflector may be removed and inserted in the can, making a neater and less bulky parcel.

All lanterns are equipped with the Franco Radio Nitrogen battery, which, it is claimed, gives four times the light of the ordinary 6-in. cell battery.

BOMMER DOOR HOLDER



It is desirable at times, particularly during the summer months, to have doors standing partly or entirely open, and for this purpose attention is directed to the door holder made by Bommer Brothers, of Brooklyn, N.Y., which is the best, strongest, and most ingenious door holder of its type. The door can be held open at any desired angle by simply pressing the foot-plate with the foot. To avoid marring the door, the foot-plate moves with the plunger rod which is set away from the door. The plunger rod being U-shaped, cannot turn in the casing, which is a distinctive feature. The casing is formed from a single piece of sheet metal. The plunger rod has a rubber tip to prevent marring or slipping on the floor. Can be furnished in all standard hardware finishes. It is an

efficient article, and finished in the same high-class manner characteristic of the well known standard line of Bommer Spring Hinges.

Canadian Trade News

Bowman & Bennett have taken over the plumbing department of Bernhardt & Spalding, Preston, Ont.

Geo. W. Ecclestone, hardware dealer, Bracebridge Ont., was recently elected to the House of Commons, for Muskoka, by acclamation.

The Department of Trade and Commerce, Ottawa, through their Weekly Bulletin, state there is an opportunity for Canadian mills to supply white lead in Argentina.

350 delegates to the National Retail Hardware Association convention, which met this year at Boston, passed through Toronto en route.

R. C. Stevenson, secretary-treasurer of Burrow, Stewart & Milne Co., Hamilton, has retired after 33 years active service in this position. He is succeeded by W. H. Monk, a banker of Port Arthur.

Allane & Bleau, hardware dealers at St. Boniface, Man., have registered a partnership.

Delisle Bros., hardware and implement dealers, at Delisle, Sask., have been succeeded by Pope & Given.

John E. Mathews, of Lymburnier and Mathews, Montreal, died at his home in that city, recently.

C. A. Fleming, hardware dealer at Alsask, Sask., has commenced business.

Wm. Groat, hardware dealer at Alsask, Sask., has removed to Lovern, Sask.

W. L. Kiel, hardware and furniture dealer, has opened a branch at D'Arcy, Sask.

Rooklidge & Ferguson, hardware dealers at Langham, Sask., have been succeeded by John Dredger.

W. R. Gilmore, manager of Canadian Steel Foundries, Welland, Ont., has resigned. He is going to a Michigan steel concern, of which he has been elected vice president.

The Dominion R.M.A. board will meet at Winnipeg on August 8, 9 and 10.

H. A. Sherwin, one of the founders of the Sherwin-Williams Co., died recently at Cleveland, Ohio.

Ole Arnason, hardware dealer at Neville, Sask., has been succeeded by Prouse & Pather.

W. H. Goodwin, manager of Goodwins, Ltd., Montreal, was presented by his employees with a chest of silver table cutlery, on the 25th anniversary of his wedding.

Major T. M. McAvity, of T. McAvity & Sons, Ltd., St. John, N.B., has been awarded the Distinguished Conduct Medal.

TRAP SHOOTERS AT TORONTO EXHIBITION

One of the many novelties at the Canadian National Exhibition in Federation Year, to be held in Toronto, will be the International Trap Shooting Championships, lasting over a five day period, August 29 to September 2. About \$2,500 will be given in prizes and trophies, the greatest sum ever offered for a similar event in Canada. Traps have been constructed on the waterfront and already scores of the leading marksmen of the continent have signified their intention of going after the prizes.

Market Situation

A larger volume of business is passing now than was the case a year ago, and building supplies are in demand in country sections. Manufacturers are behind with orders, and labor conditions are serious. Raw materials are scarce.

Demand for lawn mowers, hose and garden tools, has been very good, and screen doors, refrigerators, oil stoves and summer goods generally, have been passing pretty fairly.

Staples demands have been good and difficulty has been experienced in getting many iron and steel goods. Price cutting on many hardware lines is said to exist, and some jobbers are quoting below manufacturers' prices. Lawn mowers are scarce and early deliveries of some makes cannot be promised.

Price Advances

Among the hardware articles selling at higher prices since last issue was published are harvest tools, scythes, hay knives, grass hooks, buck and hand saws, hack saws, snow shovels, furnace scoops, lumbering tools, stocks and dies, taps, reamers, screw-plates, Norway iron, sleigh shoe iron, domestic and spring steel.

Brass tubing, loaded shells, centre bits, drawer pulls, spring hinges, wrenches, sheeting, aluminum, copper nails and tacks, also showed advanced prices.

With the turn of the month oiled and annealed wire and wire of other grades were quoted at higher prices, as also were axes, horse bits, leather soles and hand saws, the latter a second advance.

The Metals Situation

Metals started off the last month with a decline—tin, copper, spelter, antimony, aluminum and solder showing at lower quotations, and this continued to the close of the month. Manufactured steel products are slightly easier, but tin plates being very scarce are held firm.

Declines were noted in most of the metals, but as speculation enters much into these commodities there will be more or less up and down quotations during the rest of this month. The easier tendency, however, shows that the markets are evidently getting safer and though it may be some time before normality is reached this easier tendency is a good indication of more sobriety in trade.

Among Paint Lines

Linseed oil and turpentine about the middle of last month declined in price, but paints and varnishes held strong and in one instance, at least, showed advances of from 10 to 25 cents. A firm tone in the lead metal market kept prices in white lead in oil steady, but it would be no surprise to see quotations show a decline in the near future.

Great difficulties are experienced by jobbers in getting deliveries of glass. Labor troubles in U. S. factories and transportation difficulties are the principal causes of delay.

Canadian railway transportation conditions, while not yet normal, are much improved over spring conditions. This applies to all merchandise lines.

Borax, shellac and Paris green have advanced, but oil and turps continue to decline.

MAKING TINSHOP PAY PROFIT

At a recent meeting of a retail hardware association across the line, attention was drawn to the practice of charging for a job of work only the actual cost of material and labor used in doing it. This problem also is a serious one with Canadian dealers, as has been shown by the discussions at conventions of the O. R. H. & S. D. A. This method of doing business insures the man who employs it a loss on every job he does, no matter how large or small it may be.

In every shop there is a certain amount of machinery. Interest must be figured on the money invested. Then there are rent, light, heat, insurance, supplies and the various other items that go to make up the "overhead expense," to say nothing of the idle time of the men employed, which cannot be charged directly to any jobs.

The owner of the shop, therefore, should work out for himself some method by which he can charge the proper proportion of the "overhead expense" to each job done, so that by the end of the year these incidental expenses will have been automatically taken care of.

In the first place, if the tinner pays \$3.50 per hundred pounds for galvanized sheet iron, and, when he has finished the job, figures the material at \$3.50 on the weight of the finished job, he is actually throwing money away, for the simple reason that there is always a certain amount of waste that cannot be avoided. Proper allowance must be made for this and the easiest way is to add on say 15 or 20 per cent. to the weight so as to cover this item.

Then a man is entitled to a profit on the material, and if, as is generally the case, the dealer has a regular retail price at which he sells sheet iron, that is the figure that should be used and not the wholesale price.

Labor should be treated exactly the same as merchandise when figuring the cost of a job. Whatever is the regular percentage for arriving at the price of goods should be used in charging for labor, for it is paid for in cash and there is waste and expense attached to it.

Here, then, would be the correct way of finding the selling price of a job. The figures used are not meant to be other than for the sake of a concrete example, and each dealer can use his own percentages as they may apply to his particular business:

75 pounds of sheet iron at...	\$4.40	\$3.30
8 hours labor at 30c per hour		\$2.40
Overhead, 20 per cent.60— 3.00
		<hr/>
		\$6.30
Profit, 10 per cent.70

Selling price	\$7.00
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All percentages should be figured on the sell and not on the buy. Twenty per cent. of the sell equals 25 per cent. of the buy. Ten per cent. of the sell is 1-9 of the buy.

Whether this method is wrong or not, if you figure as per the above example you will make your tinshop support itself and pay a small profit besides. If you cannot get work on this basis, you will be better off if you discontinue the shop, unless you believe that having a tinshop, which costs you money, brings enough extra and profitable trade to more than compensate.

The McClary Mfg. Co., have shipped two cars of field kitchens for use of the U. S. army, to New England centres.

BUYERS' DIRECTORY

WHEN WRITING TO ADVERTISERS KINDLY MENTION THE CANADIAN HARDWARE JOURNAL

If you do not see here what you want drop a card to Canadian Hardware Journal, 32 Colborne St., Toronto

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Northern Aluminum Co., Toronto.

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McClary Mfg. Co., London.
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Sheet Metal Products Co., Toronto.

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Dominion Cartridge Co., Montreal.
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Stanley Works, New Britain, Conn.

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Canada Steel Goods Co., Hamilton.
Taylor-Forbes Co., Guelph.

Chicago Spring Butt Co., Chicago.

BARS AND SHUTTERS

Canadian Yale & Towne, Ltd., St. Catharines.

BASKETS—Clothes

Meakins & Sons, Hamilton.

BATH PLUGS

The Goodyear Tire & Rubber Co., of Canada, Limited, Toronto

BATHROOM FITTINGS

Gendron Mfg. Co., Toronto.
Kinzing & Bruce, Niagara Falls.
Canada Metal Co., Toronto.
James Morrison Brass Mfg. Co., Toronto.

BELLS—Ship-gong Bells and Pulls
James Morrison Brass Mfg. Co., Toronto.

BELLS—Farm

Taylor-Forbes Co., Guelph.
Exeter Mfg. Co., Exeter.

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Dominion Belting Co., Hamilton.

BELTING—Rubber

Gutta Percha & Rubber Ltd., Toronto.

BELTING—Leather

Sadler & Haworth, Montreal.

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Thos. Davidson Mfg. Co., Montreal.
E. T. Wright Co., Ltd., Hamilton.

BITS

McKinnon Dash Co., St. Catharines.

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Canada Metal Co., Toronto.
James Morrison Brass Mfg. Co., Toronto.

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Gurney Foundry Co., Toronto.

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Chicago Flexible Shaft Co., Chicago.

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Remington Arms—Union Metallic Cartridge Co., Windsor.
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Canadian Yale & Towne, Ltd., St. Catharines.

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James Morrison Brass Mfg. Co., Toronto.

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Taylor-Forbes Co., Guelph.
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Western Clock Mfg. Co., La Salle, Ill.

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Stratford Mfg. Co., Stratford.
Otterville Mfg. Co., Otterville.

CLOTHES LINE WIRE

Steel Co. of Canada, Ltd., Hamilton.

CLOTHES REELS

Taylor-Forbes Co., Guelph.

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Wm. Cane & Sons Co., Newmarket.
Clare Bros., Preston.

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Galt Stove & Furnace Co., Galt.
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See Eavetrough.

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Meakins & Sons, Hamilton.
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Gutta Percha & Rubber, Ltd., Toronto.

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Canada Wire & Iron Goods Co., Hamilton.

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McClary Mfg. Co., London.

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Preston.

McClary Mfg. Co., London.

M. & L. Samuel, Benjamin & Co.,
Toronto.Metal Shingle & Siding Co., Pres-
ton.**GALVANIZED NETTING**

B. Greening Wire Co., Hamilton.

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Metal Shingle & Siding Co., Pres-
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McClary Mfg. Co., London.

Sheet Metal Products Co., Toron-
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E. T. Wright Co., Ltd., Hamilton.

Steel Trough & Machine Co.,
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Stratford Mfg. Co., Stratford.

GARDEN HOSEThe Goodyear Tire & Rubber Co., of
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McClary Mfg. Co., London.

GAS RANGESBurrow, Stewart & Milne, Hamil-
ton.

Bowes, Jamieson, Ltd., Hamilton.

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Hamilton.

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James Stewart Mfg. Co., Wood-
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ronto.

A. Ramsay & Son Co., Montreal.

GLASS—BentThe Toronto Plate Glass Import-
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A. Ramsay & Son Co., Montreal.

Sanderson Percy & Co., Toronto.

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Taylor-Forbes Co., Guelph.

Richards-Wilcox Canadian Co.,
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Taylor-Forbes Co., Guelph.

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Ross Rifle Co., Quebec.

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E. O. Atkins & Co., Hamilton.

Simonds Canada Saw Co., Mont-
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G. L. Griffith & Son, Stratford.

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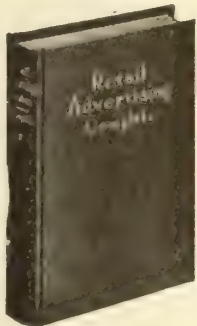
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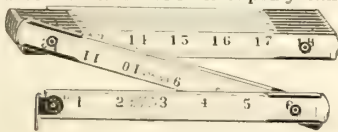
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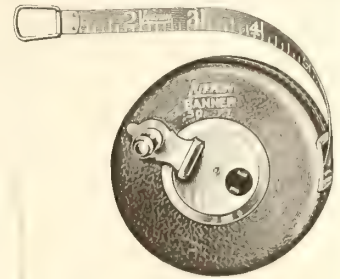


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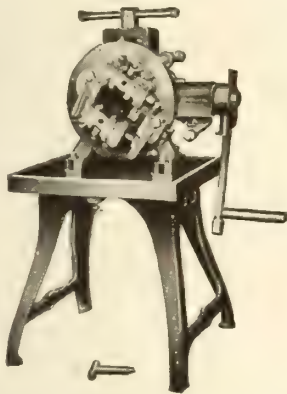
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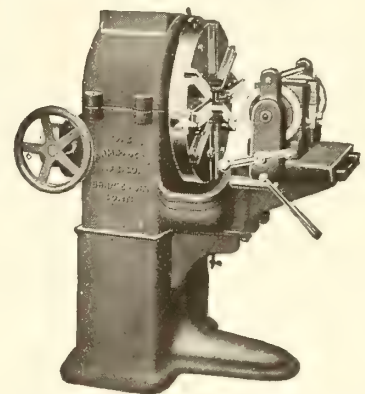


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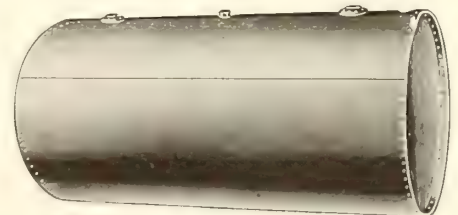
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B.B. & B-H

“Milestones”

A two-century run is an unusual record in any product, but Brandram's B.B. Genuine White Lead enjoys a supremacy record of nearly two centuries.

1729

This date saw the founding of the firm of Brandram Bros., the inventors of the Brandram Process of corroding White Lead,—a process that produces a Lead that has been the standard White Lead ever since.

1906

Is the date that the firm of Brandram-Henderson, Limited, purchased the Brandram Bros. formulae and exclusive rights to manufacture B.B. Genuine White Lead in Canada.

1909

Brandram-Henderson, Limited, decided to use B.B. Genuine White Lead in the manufacture of their B-H “ENGLISH” PAINT in 1909, and after practical tests and most careful research, arrived at an exact formula, guaranteed on every can under the President's signature.

1916

Shows a greater expansion of trade than ever in Brandram's B.B. Genuine White Lead and B-H “ENGLISH” PAINT, the two greatest paint products in Canada.

BRANDRAM-HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

Featuring Housecleaning Lines

CANADIAN HARDWARE JOURNAL

Circulates
in every
Canadian
Province

Covers the
Stove and Heating
Metal Working
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne St., Toronto

Who also Publish: The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Clay-Worker, Motoring, Electrical Dealer and Contractor, The Canadian Nurse

Vol. 8

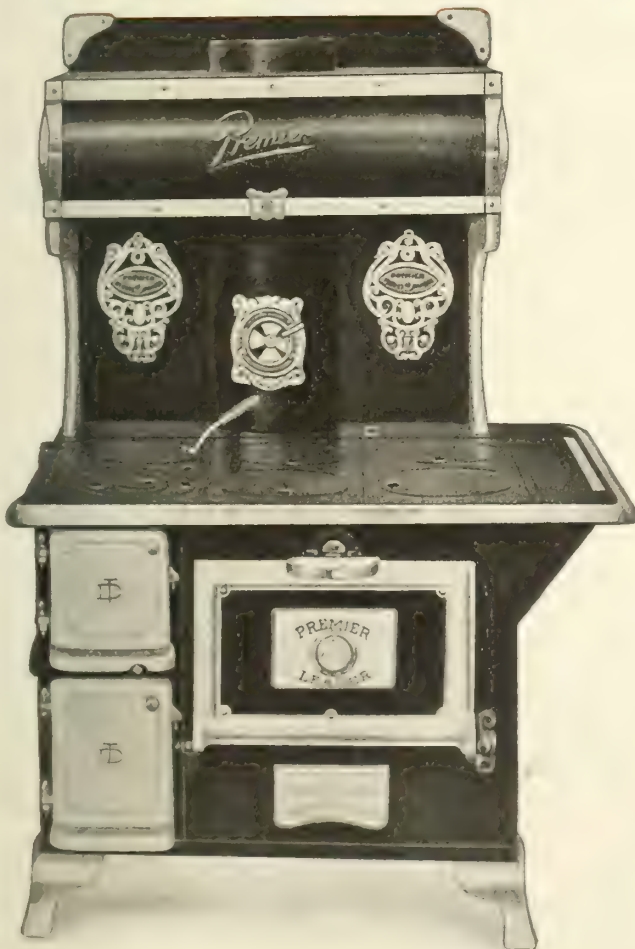
TORONTO, AUGUST, 1916

No. 8

DAVIDSON'S

POPULAR

Premier Leader Range



The most popular Range in Canada on account of the exceptional value for the money, but it is only one of the Premier family of Canada's Foremost Ranges.

We cordially invite stove dealers to visit our exhibit of Stoves and Ranges at Toronto Exhibition. Our exhibit is to the immediate left at the main entrance to the Stove Building. We expect to see you.

The Thos. Davidson Mfg. Co.

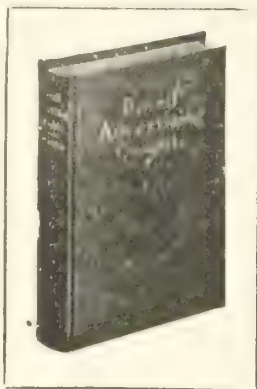
LIMITED

TORONTO

MONTREAL

WINNIPEG

Leisure reading that means more dollars when you work



A knowledge of the big problems of business, put into a very comprehensive and readable style, helps you in finding easier and quicker ways of overcoming them. That's what Frank Farrington does in these two books. You will like the way his mind works. The wide scope of his experience, the accuracy of his statements, and his knowledge of human nature all combine to make them volumes that will be read not only for the entertainment they afford, but for their practical worth in the conduct of a retail store. The busy man will appreciate these books for another reason; they are written in concise form and he may start reading anywhere and

find that particular chapter complete in itself, and depending in no wise upon those which precede or follow. Although if he fails to read every one of them he is depriving himself of a privilege.



Retail Advertising

"Retail Advertising Complete" covers with a comprehensive grasp such subjects as newspaper advertising, how to get up the ads., many representative samples being presented. A chapter is given to window advertising, and the subject of novelties is thoroughly discussed; that important part of advertising which is done inside the store is in no manner overlooked, while equal attention is given to outside advertising, such as bill posting and other means of reaching outlying districts; advertising direct by mail and mail order opportunities and advantages are gone into carefully; special sales as business getters, and some features that make them successful, are presented in a convincing manner. In short, this book is the common sense psychology of advertising.

266 Pages, 5 x 7 inches, Cloth
Price \$1.00 Delivered

Store Management

In "Store Management Complete," which is well illustrated, the author gives a clear and concise picture of the kind of man, physically and mentally, that the successful merchant should be; the writer's experience has taught him that one kind of personality is most desirable, and he tells you about this. In a chapter on "Where to Start" the advantages of various locations are discussed; how to make the most of a poor one, and the desirable side of the street. "Store Arrangement" dips to the bottom in such subjects as making entrance easy, best arrangement of windows; how to plan the lighting, heat, and ventilation; utilizing waste space, and systems of storing extra stock.

An interesting chapter on "Clerk Management" brings out the advantage of knowing people and how to handle them. The other chapters deal with the buying end; the store policy; leaks; the store's neighbors; working hours; expenses; the credit business; what to sell; premium giving. The man and the business; their relation and success, that's the book.

252 Pages, 5 x 7 inches, Cloth
Price \$1.00 Delivered

Both Volumes \$1.90 Postpaid

The Commercial Press, Limited

Publishers of

Canadian Hardware Journal
The Retail Grocer and Provisioner
Canadian Furniture World
and The Undertaker
Retail Druggist of Canada
The Canadian Nurse

32 Colborne Street
Toronto, Canada

Publishers of

The Canadian Manufacturer
The Canadian Builder and Carpenter
The Canadian Clay-Worker
The Electrical Dealer and Contractor
Motoring
Municipal Engineer and Contractor

Prices for 1917 on

LAWN MOWERS

are now in the Jobbers' hands

Prices are not guaranteed unless specifications are in our hands by December 31, 1916.

We are anxious to make full provision to give you prompt deliveries.

Ask your Jobber for quotations on Taylor-Forbes' Mowers.

If he does not quote—we will be pleased to take care of your requirements.

This is our guarantee.

*This Guarantee goes with every
T-F Lawn Mower*

If for any reason, at any time within one year from date of purchase, the Taylor-Forbes purchaser is not satisfied, we insist on giving him a new machine or return the money.

You know our experience and reputation as Lawn Mower Makers.

Don't hesitate—Protect yourself.

If your Jobber cannot supply you, write us direct for prices

Taylor-Forbes Company, Limited

Taylor-Forbes Co., 246 Craig St. W., Montreal
H. G. Rogers, 147 Prince William Street
St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
Guelph, Ont.

Taylor-Forbes Co., Ltd. 1070 Homer St.
Vancouver.
H. F. Moulden & Son, Travelers Building
Winnipeg.

"TIGER" WHITE LEAD

The Lead With the Spread

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.

The Steel Company of Canada, Ltd.

HAMILTON
VANCOUVER

MONTREAL
VICTORIA

TORONTO
HALIFAX

WINNIPEG
ST. JOHN

The "Handy Andy" Improved Force Cup



For household use,
enables anyone to
keep the drain pipes
of sinks, baths, basins,
tubs, etc., free and
clear, and in a safe
and sanitary condition.

*There's a Good
Sale for Them*

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to

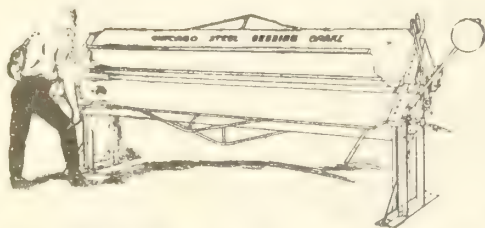
**The Gutta Percha & Rubber Mfg. Co. of Toronto
Limited**

TORONTO
CALGARY

MONTREAL

WINNIPEG
VANCOUVER

Bring Your Shop Up-to-date



Chicago Steel Bending Brake

Installed in your shop will increase its efficiency and raise the quality of its output. The large number of Chicago Steel Bending Brakes that are installed throughout the country is a testimonial to its worth. If you are interested in a first-class Sheet Metal Bending Brake, write us.

*Attractive Catalogue and Price
List on Request*

**The Steel Bending Brake Works
Chatham, Ontario LIMITED**

WE MAKE ONLY THE BEST

WIRE NAILS

IN STEEL HOOP KEG

WIRE BALE TIES

for baling hay and many other things

Fence and Poultry Netting Staples

WIRE

Bright, annealed, coppered stove pipe, liquor
finished, square, etc.

**THE LAIDLAW BALE-TIE COMPANY
HAMILTON, ONT. Limited**

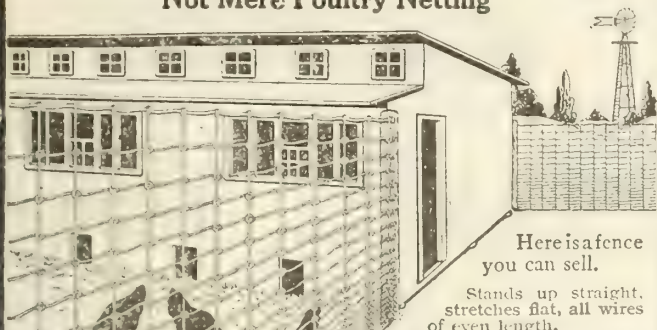
A. T. Diggins, Stair Bldg., Toronto
Geo. W. Laidlaw
Vancouver, B.C.

H. E. O. Bull, Montreal
Harry F. Moulden
Winnipeg, Man.

Mr. Dealer: Here's Your Chance to Make Your Store Headquarters for Best Trade.

PEERLESS Poultry Fencing

Not Mere Poultry Netting



Here is a fence you can sell.

Stands up straight, stretches flat, all wires of even length.

Made of Open Hearth Steel Fence Wire—tough, elastic, springy—will not snap or break under shock or atmospheric changes. Our method of galvanizing prevents rust. Will not flake, chip or peel off. The joints are securely held with the "Peerless Lock" and can be erected on the most uneven ground without buckling, snapping or kinking. The heavy stay wires prevent sagging and require only half as many posts as other fences. Keeps all animals out, confines the smallest chicks, they can't get through.

Valuable Territory Open to Good Dealers

We still have many fine openings for good reliable dealers. If you want to be the leading fence dealer in your locality, write at once. Never has there been a better time to sell quality fencing. You can make your store headquarters for the best trade. Don't fail to write and get our Dealer's Proposition. **THE BANWELL-HOXIE WIRE FENCE CO., Ltd.** Winnipeg, Man. Hamilton, Ont.



"Hello, Johnson's store? I'd like to try that Du Pont Hand Trap you have in your window. I'll get some of the boys together and we'll take it to the camp."

RENT HIM THE

DU PONT

Hand Trap

for a trial at the club, in camp, on the boat, or near the sportsman's home. Every rental means more profit on the trap and a sale of shells and targets.

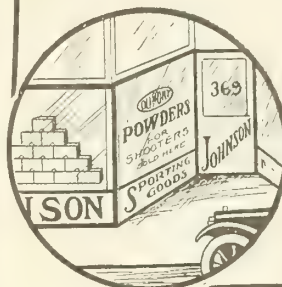
GET HIM STARTED IN THE GAME

Put a trapshooting supplies trim in your windows. Catch the public eye. Tie your store to our promotion of trapshooting. Start the guns to working—renting the **Hand Trap** is a "sure-shot" scheme. **Try it.** Busy guns put dollars in your tills.

Order Du Pont Hand Traps of Dominion Cartridge Co. Montreal. For Window Cards and Trapshooting Promotion Helps, write to Sporting Powder Division.

**E. I. DUPONT
DE NEMOURS & CO.**

Wilmington - Del., U.S.A.



"You're welcome to the trap. Come in and we'll fix you up for the shoot."



Your Brush Sales

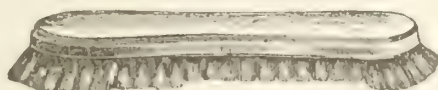
Depend on the Brush

Hardware merchants find Meakins Brushes an invaluable line, because they give satisfaction, good profit and get re-orders.

We have spent years and years in specializing on brushes. We employ the best workmen that are procurable.

We put better service in the brush—the product shows it.

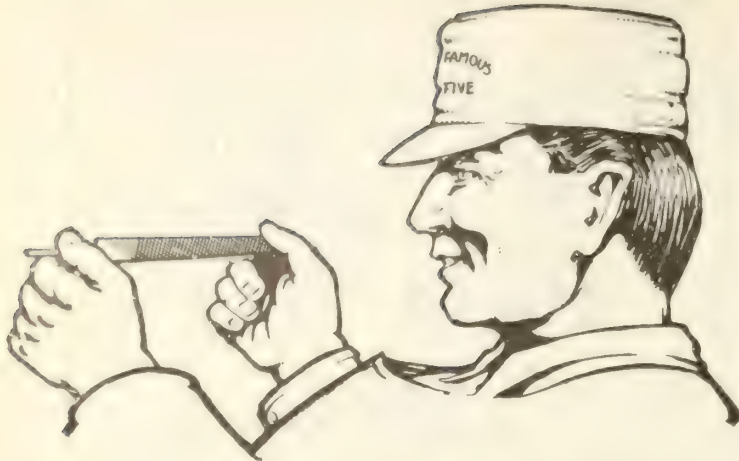
We make a large variety. *May we send our catalogue, showing them all?*



Meakins & Sons, Limited, Hamilton, Ont.

Warehouses: WINNIPEG LONDON TORONTO MONTREAL





Get the Local Workmen

shop superintendents, shop foremen and employers coming to your store for files. Let them know that you carry the Famous Five Files:

KEARNEY & FOOT GREAT WESTERN AMERICAN ARCADE GLOBE

(Made in Canada)

They know the Famous Five as well as, if not better than, you do. They know their quality. They know they are Nicholson-made. They know that no other files give them such satisfaction.

Consequently, there is no reason why, if you handle things right, and sell the Famous Five, you should not get all of the file business in your locality.

The demand is there. It only remains for you to supply it.

Write for our Catalogue and terms; also for a copy of "File Philosophy." You will be interested in it.



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

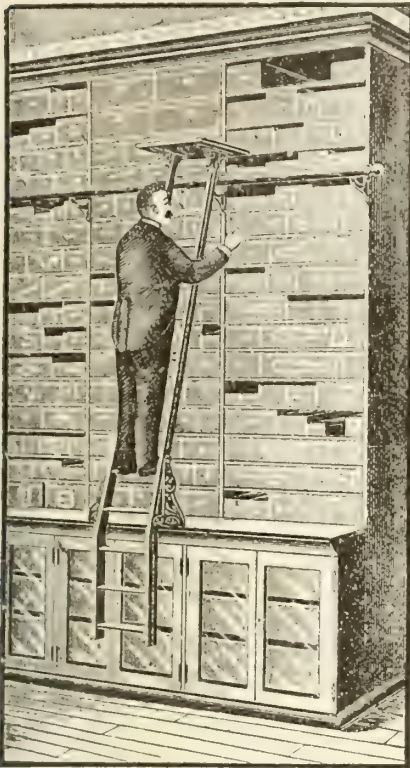
Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.



WHY "HAMBRAS" STEPLADDERS are the Best

They occupy less space in your store and can be used in narrow aisles behind the counter where no other ladder could be used.

They move so easily that should they be in the way a gentle push will move them many feet.

You can serve your customers quicker.

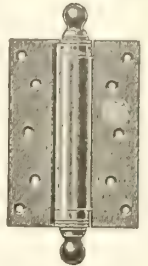
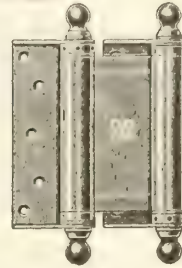
Ladders are made in various materials, finishes and prices, to accommodate any demand.

WRITE FOR PRICES

The Hamilton Brass Mfg. Co., Limited
HAMILTON, - ONTARIO

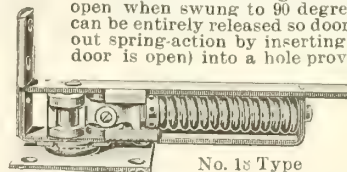
ONLY BOMMER

Double Acting SPRING BUTT HINGES



have the weight-supporting bearings correctly located to liberate the action of the springs, reducing breakage and increasing spring power, preventing unequal wear of the barrels, and giving practically unlimited durability.

Bommer Floor Surface Spring Hinge
Has Release and Holdback Features
and Ball Bearing and Alignment Device
Suitable for either double-acting or single-acting doors



No. 18 Type

The most durable hinge of its type, holds the door open when swung to 90 degrees. The spring-action can be entirely released so door will swing free, without spring-action by inserting a wire nail (when the door is open) into a hole provided in the side plates. The spring-action can be restored by withdrawing the nail.

Bommer Bros., Manufacturers, Brooklyn, N.Y.
Canadian Representative, Alex. Thurber, 290 St. Paul St. W., Montreal

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions

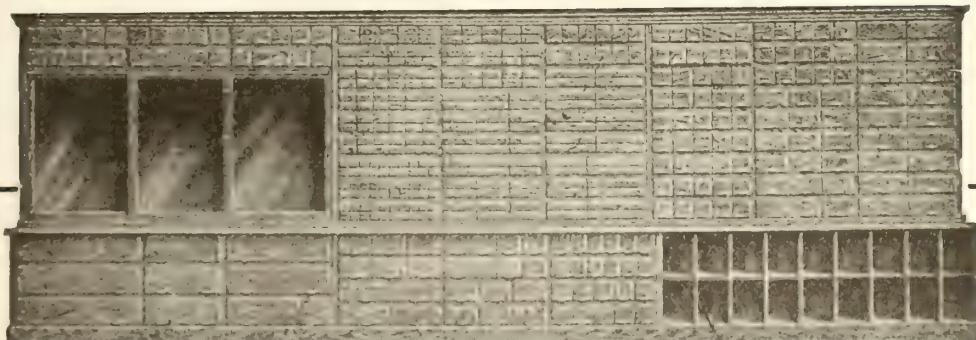


Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.



ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service.
Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same.
Send for illustrated catalogue, it will interest you.

CAMERON AND CAMPBELL, TORONTO

The
Fall Trade Number
of
Canadian Hardware Journal
goes to press Aug. 28th

It will have many attractive features and contain more illustrations, more helpful hints for dealers and more interviews with successful retailers that will make the number more than usually interesting and helpful.

It will be kept for reference, even after it has received attention usually given to this paper.

Manufacturers should start an advertising campaign now, building for future business.

This September Fall Trade Number will be an attractive medium for you to reach the Hardware Trade of Canada.

WRITE FOR FULL PARTICULARS

Canadian Hardware Journal

32 Colborne Street

Toronto, Canada

Stanley Tools



Masons' Six-Glass Plumbs and Levels

These Levels have two Level Glasses and four Plumb Glasses so arranged that no matter how the tool is taken up, one or more of them are available with which to level or plumb.

Each Glass is set solid in a metal case, which case is screwed into the level stock—a very much more satisfactory arrangement than were the glasses set directly into the wood.

The Glasses are protected on both sides of the stock by a glass disc which serves not only to protect the glass from breakage but keeps dirt and moisture from the openings. Made in two lengths, 42 and 48 inches long.

These are new tools—send for further details

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.

—wide steps and top
steps strongly trussed



Trussed Step

Giving it a Maximum
of
Strength and Security

The "Hercules" Step Ladder

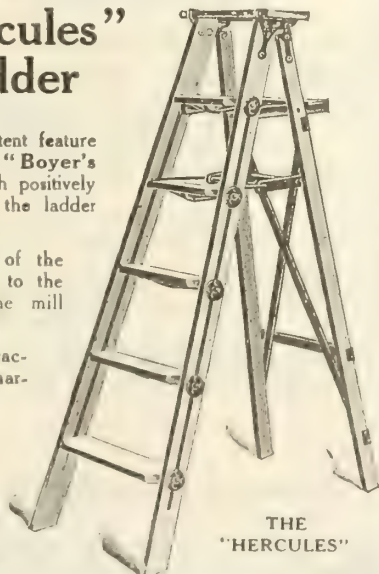
Has another exclusive patent feature of much merit in the "Boyer's Faultless Lock," which positively eliminates all danger of the ladder closing while in use.

The absolute safety of the Hercules recommends it to the housewife as well as the mill owner or electrician.

This is one of the most attractive, easiest sellers on the market.

A trial is convincing.

**The Stratford
Mfg. Co., Ltd.**
Stratford Canada



THE
"HERCULES"

When Ordering SHEET METAL

formed products such as
Pipe—Gutter—Ventilators—Roofing
Metal Shingles, etc.,

Be sure to specify



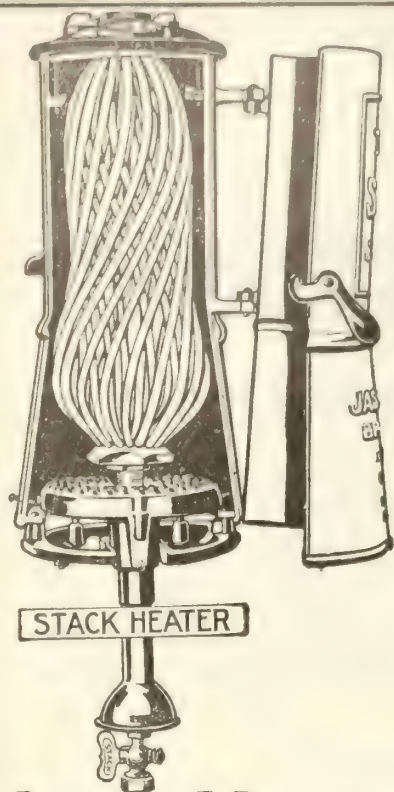
GALVANIZED SHEETS

Heavily Coated

Perfect for working up

Dominion Sheet Metal Co.

Hamilton Limited Ontario



Stack Facts

From Recent Tests Made by
Various Gas Light Companies

There were 18 different Heaters tested under practical conditions, the conditions being the same for each Heater.

The STACK proved the best in every test.
The STACK heated the water quickest.
The STACK heated the water hottest.
The STACK heated the most water,
The STACK showed the highest efficiency.

James Morrison Brass Mfg. Company, Limited

93-97 Adelaide Street West, TORONTO

Highest Possible Award
EUREKA
Electric Vacuum Cleaner

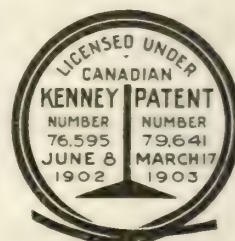
BUILT TO LAST
A LIFETIME

A License to Make and Sell

The World Famous Grand Prize

EUREKA

ELECTRIC VACUUM CLEANER



HAS BEEN GRANTED TO US
under Canadian Patents Numbers 76,595 - 79,641

DEALERS

OUR LICENSE PROTECTS YOU

Write or wire for our
EXCLUSIVE SELLING AGENCY PROPOSITION

Dealers and users of unlicensed Vacuum Cleaners
are liable to prosecution.

Visit our Exhibit at the Toronto Exhibition, and make our Toronto
Store, 8 Temperance Street, your headquarters.

See us at the Western Fair, London.

Onward Manufacturing Company

BERLIN, ONTARIO



CANADIAN HARDWARE JOURNAL

JAMES O'HAGAN,
EDITOR

GEO. H. HONSBERGER
ADVERTISING
MANAGER

Published First Wednesday of Each Month

Subscription Rate \$1.00 per year in Canada, Great Britain and British Colonies; \$1.50 to the United States

VOLUME 8

TORONTO, AUGUST, 1916

NUMBER 8


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The Commercial Press, Limited
32 Colborne Street, Toronto, Canada

JOHN FIRSTBROOK, PRESIDENT: D. O. MCKINNON, GENERAL MANAGER: W. L. EDMONDS, CONTRIBUTING EDITOR
JOHN G. KENT, VICE-PRESIDENT: J. C. ARMER, MANAGER OF PUBLICATIONS

Publishers of: The Canadian Manufacturer; Canadian Hardware Journal; The Canadian Builder and Carpenter Motoring; Canadian Furniture World and The Undertaker; The Retail Grocer and Provisioner Retail Druggist of Canada; The Electrical Dealer and Contractor; The Canadian Clay-Worker



THE
McCASKEY MAN
TORONTO CANADA

Give This Man Half an Hour

Will you give this man half an hour to tell you what McCaskey Service can do for your business and for your customer?

He's the McCaskey man and he knows the charge account business from A to Z. His bread and butter depends upon his knowing that business. If you will spend half an hour with him you can't help getting some mighty good ideas that will fit your business and you'll be perfectly welcome to them whether you give him an order or not.

McCaskey Service means as much to your customer as it does to you. For your customer is just as much interested in knowing how much he owes from day to day and in having his accounts kept in the simplest way and with the least possible expense as you are yourself.

McCaskey Service pays for itself in the average business in the time, money and mistakes it saves the merchant. One writing at the time of the sale and your books are always posted.

If you give the McCaskey man half an hour of your time to tell his story it will be worth your while. All you need to do is sign and mail the coupon.

McCaskey Systems, Limited, Toronto.

Gentlemen: I will be glad to give the McCaskey man half an hour to tell me how McCaskey Service saves the merchant time, money and mistakes.

Name

Address

Town

Prov.....

McCASKEY



Toronto, Canada

McCASKEY
"ONE WRITING"

THE CANADIAN HARDWARE JOURNAL

A BIG DOLLAR'S WORTH FOR THE HARDWARE DEALER

PIN A DOLLAR BILL TO YOUR LETTERHEAD AND MAIL TO

COMMERCIAL PRESS, LIMITED

::

32 COLBORNE STREET, TORONTO

Retail Accounting with Modern Machinery

How by its use the evils attending the credit system can be eliminated.

By W. L. EDMONDS

LACK of efficient machinery and absence of adequate system are the evils which bring the credit system in the retail trade in bad repute.

When a manufacturer discovers inefficiency in his machinery or defects in his business methods he endeavors to secure more efficient machinery or to correct his business methods as the case may be. He doesn't come to the conclusion that because of the defects he has discovered machinery should be discarded and that system should be thrown to the winds. Knowing that this would be the height of folly he concentrates his mind upon the consideration of ways and means that will correct the evils he has discovered.

Being a distributor and not a producer, the retailer does not use machinery in the same sense as a manufacturer does. But he uses machinery just the same. If he doesn't his store is not efficiently equipped. And where there is inefficiency of equipment there must necessarily be inefficiency of service.

As ninety-five per cent. of the retail business of the country is conducted under the credit system it naturally follows that the machinery and the methods employed in carrying it on should be of the most efficient character possible. If in both respects efficiency is not employed trouble is bound to follow.

Ample Supply of Efficient Machinery

As far as machinery for looking after the credit system is concerned, there is an ample supply. All the retailer has to do is to pay his money and take his choice. If his business is of such a character that he deems it necessary to install the complex double entry system, all he has to do is purchase the necessary books and employ a bookkeeper competent to look after them. If all that he wants is efficiency without complexity that is also at his command. As it is the latter system which the average retailer wants, and should want, it is that in which he is most interested.

As a matter of fact some of the machinery which is available for the keeping a record of credit sales is so characterized by both efficiency and simplicity that it is fully competent to supply the requirements of any retail business, whether it be large or small and at a cost, both in the original outlay and in maintenance, which is little short of remarkable for the service rendered.

What Modern Machinery Accomplishes

The first requisite in any system of bookkeeping is of course the preservation of a record of the sales which have been made on the credit basis. This system must be thorough and in accordance with the requirements of the business. Because of the complex character of the old-systems in the years gone by many a retail store, particularly the smaller kind, was without effective bookkeeping methods.

Even to-day, in spite of the extraordinary develop-

WITH modern accounting systems it is an easy matter for the retailer to conduct a safe and successful credit business.

ments which have taken place in regard to bookkeeping methods, we occasionally hear of instances, even in large stores, where the system employed is totally inadequate for the requirements of the business. As bookkeeping is now made

compulsory by law we occasionally hear of cases before the courts where no commercial books of any kind are kept.

But while the first essential of bookkeeping is the preservation of records, the most up-to-date systems specially designed for the retail trade provide for even more than this. One thing which at least some of them do in addition to preserving records is to provide the facilities for invoicing. And what is more, automatically providing the invoices.

The latter provision is of almost untold value, particularly where the retailer's facilities for looking after his accounts are limited. And the saving of labor entailed is not the only consideration. For being automatic these modern systems of accounting enable the retailer to ascertain when each and every credit sale is made the exact amount that the customer owes him. The advantage of this is obvious, for he does not have to turn up his books, possibly at a time when he can ill-afford to spare the time to do so, in order to ascertain how the account stands, as the record is provided with each sale. Furthermore it enables him to judge when to apply the brakes to a customer whose account is running to dangerous proportions. And last, but not least, it facilitates the collection of accounts.

In a word the great advantage of these modern systems of bookkeeping for the retail store is of a two-fold nature. In the first place it provides at a minimum of labor the most effective of accounting machinery. In the second place it prevents an account running, without the retailer being aware of the fact, to an undue length. And in the third place it facilitates the collection of accounts.

When the Turnover is Handicapped

As pointed out in a previous article, it is not in the credit system in itself that evil lies. It is in its abuse. A retailer here and there, having suffered from its abuse, has conceived the idea that the shortest cut to a remedying of the evil is to eliminate the credit system altogether. That is certainly one method of remedying the evil. But as to its being the best is quite another matter.

As something like 95 per cent. of the business of the country is done on the credit basis it naturally follows that he who decides to confine his business wholly and solely to the cash system is handicapped in his efforts to secure the maximum of turnover.

When he dresses his windows and when he advertises his appeal can only be to the limited number of people who pay cash with purchase.

It is like a fisherman whose bait is of such a character

(Continued on page 16)

Opportunities in Household Electrical Supplies

Electrical shows in the larger cities, strong advertising by electric producing companies and corporations, and the demand of the public created thereby has brought sharply to the attention of the live retail hardware dealer the profit possibilities in putting in an electric utensils line, especially devoted to goods useful to the housewife.

This line may include, according to the decision of the individual dealer, all or a part of the electrically operated devices for cooking food, toasters, percolators, tricolators, cleaners of different types, laundry machines, foot and hand warmers, hair curlers, sad irons,

BOOSTING SALES OF ELECTRIC LAMPS

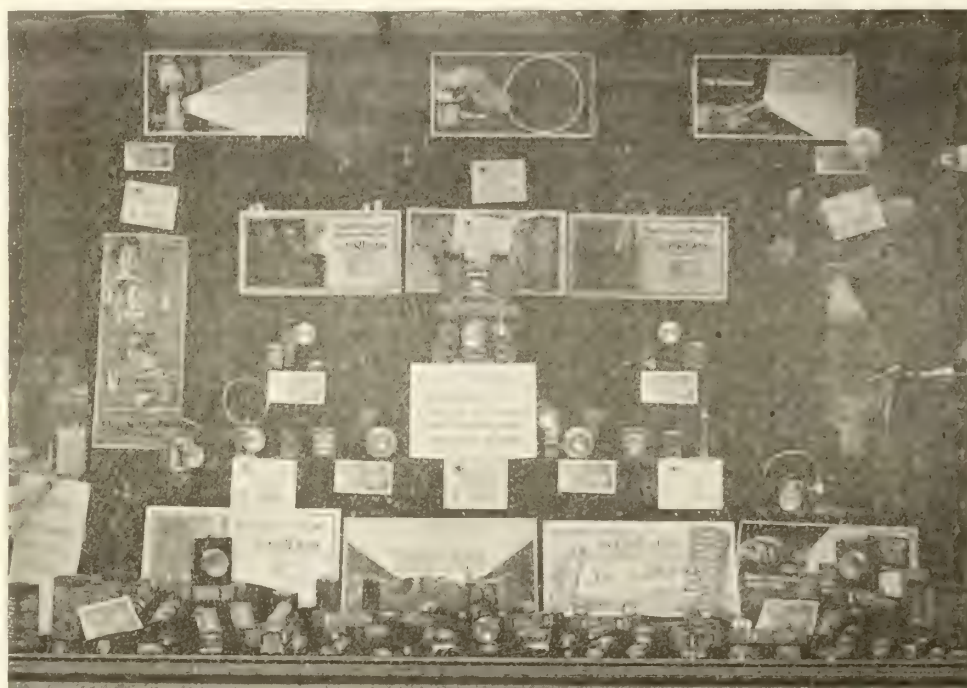
In many parts of the country, hardware dealers in electric lamps are using schoolboys during their vacations, to canvass householders in their home town for electric lamp business.

Trust the boys to see that every socket on a lighting circuit has a lamp. They will also make lamp sales grow where none grew before. A good bright lad will pick up orders for sockets, extension cords, replacement shades, and possibly some household utensils.

Four boys make a good canvassing crew. The town is usually laid off in squares and each one is required to work every door on both sides of his streets.

They do not work all day; in fact, it is best to limit them to two or three hours per day, that their interest and enthusiasm may be maintained, and the novelty of the performance not wear off too quickly.

In some places the young men of the store, using two hours of their spare evenings, selling lamps on a com-



ELECTRIC FLASH WINDOW

A simple yet effective display of electric flashlights recently made by Rice Lewis & Son, Ltd., Toronto.

radiators and flashlights. This list may be enlarged indefinitely to 100 or more, but the census of possible articles herewith to sell easily gives an idea of what the more progressive dealers have been putting in stock the last few years.

This is an electrical age, and electricity is a great labor saver if applied in the various articles for home use that are now manufactured. The fact that the electrical shows and the store window displays made during electrical weeks in the larger cities attract possibly more attention than any other form of commercial exhibition, shows how close to the purchaser's heart are the electrical appliances for home use.

Prices for electrical current are going lower constantly as advances are made in scientific construction of dynamos, etc., and as cheap water power is being applied more and more to drive them. Notable reductions have been made in cost for power electricity. Increased demand made by electric automobiles and for other purposes has called for increased supply of current at lower cost. This makes electrical appliances more salable. For this reason the live hardware retail dealer is looking up possibilities of their sale.

mission, are gaining a nice increase in their weekly salaries.

There are many people making a living selling shoe strings, newspapers, apples, etc., because they make a special push on those individual items. Electric lamps for the lighting of the town should be just as salable a commodity as any of the foregoing.

MERCHANTS GAVE THEATRE TICKETS

Merchants of one of the smaller towns of the West, adopted an unusual plan for the entertainment of their patrons during the month of July. Arrangements were made with the managers of local theatres to give special matinees every Friday and Saturday. Tickets to these matinees were presented to any customers who asked for them regardless of whether a purchase was made or not. The performances on Fridays were reserved for residents of the town and those on Saturdays were exclusively for out-of-town people. This scheme proved an inexpensive way to give shoppers an hour of rest and entertainment that should be appreciated.

Sales Factors that Count in a Washing Machine Campaign

A thorough understanding of sales factors, which may be enumerated in part as sales organization, analysis of the market, special appeals to the public, window-display, advertising, demonstration, and the like, and which may be termed the levers of merchandising, followed by their coherent and skillful usage is sure to result in merchandising of a highly successful degree. A thoughtful direction of every factor, rather than hurriedly increased effort, brings the highest percentage of net results.

The opportunity and necessity for using sales factors in their highest degree is given to the merchandiser of electrical appliances because in the majority of instances the business requires pure salesmanship, rather than order-taking. The reason for this is that the sale of electrical appliances does not resemble that of staple household necessities. They only become so after their introduction into the home, where their convenience and utility transpose them into necessities. Electrical appliances demand explanation and demonstration before their introduction can be secured; in other words, exploitation. And in exploiting an article all the principles of expert salesmanship are called into use.

Hence, the necessity for campaigns for the sale of electrical appliances. But a campaign is not a sale. It is much more. The dictionary meaning of campaign is "a connected series of operations to bring about a desired result." And since a "connected series of operations" sounds familiarly like "co-operation," we may say a "co-operation to bring about the desired result" is a campaign; that is, the co-operation of the sales factors.

These opening paragraphs are in explanation of the fundamental principles used in the sales work of an American firm whose efforts might well be emulated by Canadian hardware dealers. This firm was employed in formulating and carrying out plans for what proved to be a very successful electric washing-machine campaign, which was of two weeks' duration.

A careful survey of the prospective field was the first movement in the campaign. An analysis was made of the company's list of prospective washing-machine customers and a review of the estimated sales in the city as a whole. In other words, the analysis of the market, which, though briefly stated, meant many hours of detail work and planning. The new residential rate for electricity in the town was a stimulus to the public for the use of additional labor-saving and convenient electrical appliances and was an important factor in aiding the company's campaign.

Carload of Electric Washing Machines Ordered

A carload of electric washing machines was ordered some months in advance, and delivery secured so the campaign could be started on time. It was decided to make two weeks the limiting time in which to dispose of the machines. The established retail selling price of this particular machine is \$105, and at no previous time had the price even been varied. However, during this campaign customers were given a special discount of \$5. All that was required for the first payment was \$5, this to be followed by regular monthly payments of \$7.50 until the total purchase price was paid. Under regular conditions the company stipulates a first payment of \$20, followed by monthly payments of \$10.

With terms established and the stock of machines on hand, the whole plan of the campaign was ready for its unfolding. Preparations were made for getting the public firmly interested, and here the preliminary plans for advertising were called into play. The first indication to the public of an electric washing-machine demonstration and sale was given by the insertion of a number of so-called "teaser" advertisements in the town's daily newspapers during the week preceding the sale. The day before the opening of the campaign half-page advertisements appeared in two of the evening newspapers, a full announcement of the demonstration, sale inducements, terms of payment, and description and advantages of the machine being given. Special emphasis was laid on the mode of operation and the fact that a five-year guarantee went with every machine.

Advertising and Window Display

The newspapers were used for a generous advertising campaign. The advertisements were very explicit, being designed to give the interested housewife an opportunity to read many of the answers to questions she would have in mind regarding the convenience and operation of an electric washing machine in her own home. Avenues were prepared leading up to the desirability of seeing the demonstration and in preparation of opportunities for the demonstrator and salesmen to repeat the talking points given in the advertisements and then climaxing a sale by giving additional talking points. The advertisements were continued during the campaign, being reduced to one-fourth page and inserted every other day, former experiences proving to the company that nearly as good results were obtained in this way as with daily insertions.

Originality and timeliness in window displays have become characteristic of this firm. In describing this campaign it would not do to recite the number of unique and timely displays made in the past few years. The company has two show windows, with the entrance to the store between them, which, added to the fact that there is an alley on one side of the store, gives a maximum of window frontage. The two windows are often used for displaying contrasting exhibits, and this idea was used in the campaign.

Old Back-Breaking Method Illustrated

The old method of doing the family washing, with its accompanying disorder and inconvenience, was illustrated in one window by a colored "mammy," who performed the operations in a slipshod manner. "Glooms" were scattered about the window, the large card stating "gloom filled every wash day with hard labor, aches and pains until an electric transformed it into—see other window for your answer." Then came the contrast, for in the other window joy in washing was typified, which, as the card stated, "reigns supreme if you own an electric. No more hard work; just turn the handle and this wonderful servant does the rest." A lady demonstrator was obtained from the manufacturers of the machine, and performed the actual operations in doing a washing, displaying cards which explained the successive processes in their order. These were very similar to those given in the newspaper advertisement, and served as an illustration of the efforts made to link the window display as closely as possible to the printed matter, enabling people who read the

advertisements become and see the operations actually performed. A number of other electrical appliances, including a vacuum cleaner and flatirons, formed part of the background of the exhibit in this window.

During the two weeks of the campaign 41 washing machines were sold, and the effects produced by the demonstration and advertising were so lasting that the remainder of the carload of 60 machines was disposed of during the two weeks following the close of the campaign. The company considers these results very gratifying and expresses the opinion that this is the largest number of electric washing machines sold in the Northwest in the same period of time.

ATTRACTING WOMEN BUYERS

How can the average hardware store attract more women's trade? is a question that has occupied the thoughts of many a hardware dealer. The following are some of the ways in which older dealers have increased their trade among women customers and which they pass on for the use of other dealers.

Keep your store clean, your goods clean, and your salesmen clean, and if your store hasn't plenty of daylight, don't be afraid to burn a little artificial light. Women don't like a dark, dingy store.

Hire a lady clerk and put her in charge of all kitchen ware, cut glass and cutlery. She will keep everything clean and in better shape than a man will. Have her give demonstrations of food choppers, fireless cookers, washing machines, electric irons, aluminum ware, vacuum cleaners, gas, gasoline and coal oil stoves, coffee percolators, and many other things upon which you can increase your business by giving demonstrations.

Hold bargain sales, sell one or two items really very cheap. Don't be afraid to sell something for less than cost once in a while, charging the loss up to advertising. When you advertise a bargain see that you give one. Women are born bargain hunters and, believe me, they come mighty near knowing a bargain when they see it. Don't ever get smart and try to fool them.

Get your goods down where lady customers can get hold of them and examine them. Don't be afraid to show your goods whether customers ask to see them or not. Women are born shoppers and it always pays to remember this.

Keep your show windows full of bargains and be sure to have price cards on everything. A woman may look at things to wear that are shown in a window without a price, but she won't spend much time this way in rubbering at a window full of kitchen utensils. You know a lot of women buy as little as they possibly can for the kitchen (preferring to spend their money for glad rags), so you are obliged to coax them along. If you will have a cooking school, or rather a demonstration of a gas stove or a fireless cooker, and feed them something, you can always depend on a crowd.

TORONTO HARDWARE DEALERS TO CELEBRATE

The retail hardware dealers of Toronto, as a result of the success of the picnic given them by the city travellers at Hanlan's Island last month, are to hold a joint picnic and auto parade on Wednesday afternoon, August 23. After a tour of the down town streets and the business section of Toronto, the autos will convey the dealers, their families and friends, together with their guests, the city travellers, to Lambton Park, where a tug-of-war contest between dealers and trav-

ellers, baseball games, races, etc., will be held and valuable prizes hung up.

That the affair will be a success (weather permitting) goes without saying. The following general committee is looking after arrangements: O. F. Morrison, chairman; John Caslor, secretary-treasurer; W. E. Platt, M. Phillips, T. Prince, J. Booth and C. Rossitter. These dealers are being assisted by a number of committees as under:

Sports: W. E. Platt, chairman; R. Manley, J. E. Booth, M. Rossitter, J. Tolchard. Prizes: M. Phillips, chairman; J. Vernon, F. O'Grady, Geo. May, W. E. McGee. Parade: T. Prince, chairman; Geo. Caslor, O. F. Morrison, Bert Walker, Tom Wright. Finance: J. Booth, chairman; Al. Manley, S. Buscombe, W. B. Baden, E. H. Northgraves, S. Thompson, Roy Wright. Refreshments: E. Rossitter, chairman; W. Christie, Geo. Cawker, Geo. Ingram and J. Kehoe.

A RECORD OF IDEAS

Keep a record of the plans and schemes you have worked out for your department or business. Put down all the details in black and white and you won't forget them. You won't have to work them all out again, and the record may often relieve you of the necessity of explaining at great length to your assistant. There is, or should be, much detail work to the proper running of a housefurnishing store or department, and it is wise to adopt all the simple short-cuts and helps possible.

50 CENT REBATE ON \$10 PURCHASES

A hardware store across the line has been successful in increasing cash sales by rebating customers fifty cents for every ten-dollar cash sale.

The register slips are given with each purchase and when presented amounting to ten dollars the rebate is given, either in cash or merchandise.

On the face of each slip, directly under the purchase amount, are the words:

Valuable. Return \$10 in cash checks and receive 50c in cash. This means a saving to you. Figure it out yourself. It pays to buy for cash.

It is natural to assume that after customers have begun to save the checks they will be inclined to continue trading with the firm in order to obtain the rebate. It is said that quite a number return their checks during the year, taking the rebate in merchandise as a rule.

RETAIL ACCOUNTING BY MODERN MACHINERY

(Continued from page 13)

that when he casts his line into a stream it is only a small proportion of the fish that swim therein can possibly rise to take it.

To be handicapped in regard to turnover is a serious matter, for it is as a rule by the volume of turnover that the cost of doing business is regulated.

The Human Element

It is quite true that the most modern and efficient of accounting methods are impotent without the human element. There must be the man behind the business as well as behind the gun. No accounting works by itself. It must be operated. And that which is now available is so simple that any retailer possessing the will can operate it successfully and efficiently.

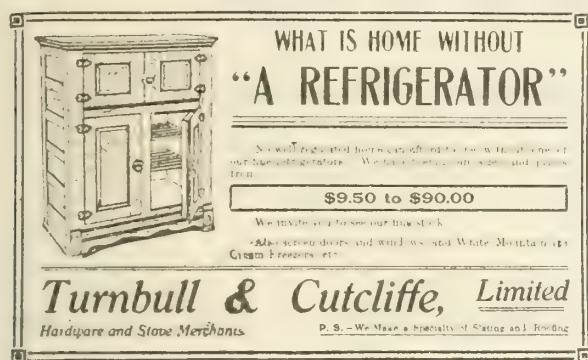
Selling Schemes that Make for Successful Business

Increasing trade among women—Kodaks as a side line—Kitchenware seasonable—Have a good store sign—Getting them to shop in the morning.

SELL TO THE HOUSEWIFE

Why do retail hardware merchants turn their backs and close their doors, so to speak, to the best purchasing power in the country? We refer to the housewife, housekeeper and homemaker.

"After fifteen years amongst the hardware trade, beginning in builders' hardware, and going through to house-furnishing, I have found from actual experience," says a city dealer, "that there is a lot of money to be made in the various branches of house furnish-



WHAT IS HOME WITHOUT
"A REFRIGERATOR"

See our refrigerated food cabinets, offering the best in the line of our line of refrigerators. We have models with side and front doors.

\$9.50 to \$90.00

We make you to see our line of stock.

Also, we have doors and windows and White Mountain and Cream Freezers, etc.

Turnbull & Cutcliffe, Limited
Hardware and Store Merchants P. S. — We Make a Specialty of Storing and Selling

How a Brantford firm draw attention to their summer goods. One of their newspaper ads.

ings; and yet, the average retail man will tell you that he does not handle these goods, that the five and ten cent. stores or the department stores get all this trade."

Why do they get it? Because the retailer makes no effort and acknowledges that he is whipped before he even tries. The margin of profit on kitchen goods runs all the way from thirty-three and one-third per cent. to seventy-five per cent. and eighty per cent., and we ask you, Mr. Hardwareman, is there anything in your store that will carry this profit year in and year out, and have such a sale as kitchenware?

GETTING NEW FAMILY AS CUSTOMERS

When a new family comes to town, there is a chance to add a new customer to your list. The family usually comes without preferences in regard to a place to buy their supplies in your line. In addition to the usual method of interesting the family by personal call or by letter, make your store known and regarded agreeably by delivering to that family a small package of souvenir post cards showing a comprehensive assortment of views of the locality, including pictures of the inside and outside of your store. Your advertisement on the envelope should state your line of business, your good wishes for the newcomers, and the hope that you may be favored with their trade, suggesting that they call upon you for any favors or information wanted.

KODAKS AS A SIDELINE

Kodaks are sold by some hardware firms in a couple of the large centres, but as a rule they are not pushed with the same vim that is displayed in strictly hard-

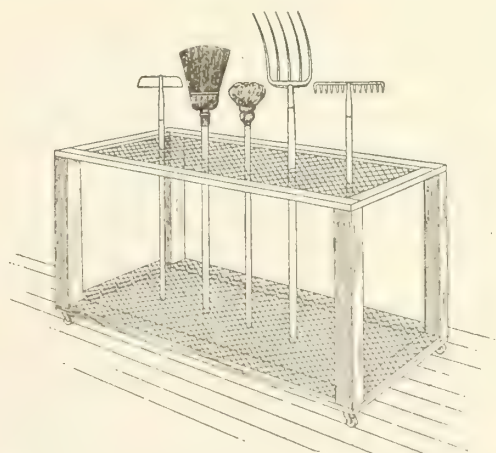
ware lines. One of these larger firms gives a window, occupying one-third of the window display space of the firm at all times for a display of kodaks, sporting goods, athletic goods and automobile accessories. By paying considerable attention to the kodak business, this firm has developed a patronage that means regular profits for the department.

GET A GOOD STORE SIGN

A good sign, running across the front of the ordinary store—twenty-two feet—with letters of gold on a black sanded background, or painted in colors and sanded, will cost anywhere from \$10.00 to \$20.00, depending upon conditions. It is not necessary that you buy an expensive sign, but you must have one of some kind. Perhaps lettering upon the windows will answer. Or, if you are compelled to buy an awning—which you probably will have to do—your sign can be painted on that. If possible, we would try to have a sign that projected out into the street—so that it might be seen from many directions. However, in some places signs of this kind are not permitted. In that event we would try to have a blackboard or sign upon the sidewalk.

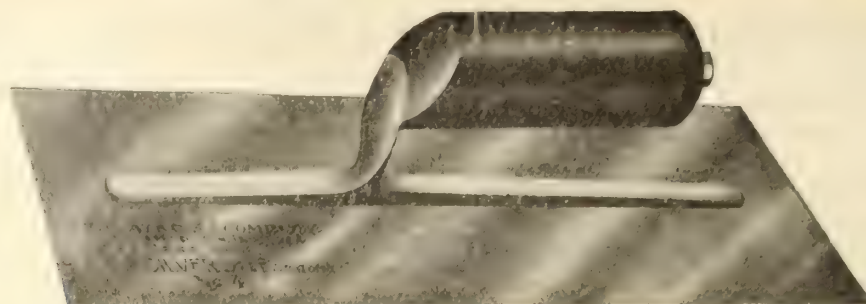
ENCOURAGING MORNING TRADE

An Iowa merchant has solved the problem of getting customers into his store at least one morning in the week, in an original and effective manner. In order to increase his Saturday morning sales, this store, which catered especially to suburban trade, advertised that it would give a lunch check free with every purchase totaling over a certain amount, provided that it was made



Easily constructed display stand for long-handled goods. Moving on casters, the stand and its position can be kept clean.

before noon. These checks were good in the week following at a designated restaurant. A \$3 purchase entitled the customer to a 25-cent lunch, and 5 cents was added for each additional dollar spent. Where formerly about a quarter of the Saturday buying was done after 12 o'clock, nearly half of this trading is now done in the morning hours.



ATKINS

Is your TROWEL business growing? If not, it should be. Are you simply taking care of the ordinary demand, or are you really creating new and larger TROWEL sales? ATKINS' TROWELS have distinctive features that appeal to the best trade. To start them in any community means new ATKINS' TROWELS for every plasterer. You make new business and more profit. "We Help You to Sell" them. Write for particulars.

Factory:
HAMILTON, ONT.

E. C. ATKINS & CO.

MAKERS OF STERLING SAWS, TOOLS AND TROWELS

Vancouver Branch:
109 Powell Street

Motor Boat Accessories a Profitable Line

A GOOD assortment of motor boat equipment pays the hardware dealer who is located in a boating centre or near a summer resort. This is the opinion of a dealer who recently gave his experience as to how he stocked up a department. A relative of his who was a fan on motor-boating found that it cost him just \$50 to equip his boat after buying a brand new one built to his taste. He had to invest in a mushroom anchor, some chain, a lot of manila cable, a buoy, two sailing lights, a whistle, a fire extinguisher and some life preservers.

That started the dealer in the game, and now he says "My motor boat supply business is a nice little item in my profit account, and I find that often a man who comes in for a wrench or oil can goes away with something for the house, just because he happened to notice it while waiting for his change.

This hardwareman is typical of a wideawake class who have taken advantage of the popularity of the motor boat to add to their lines an assortment of goods which find a ready sale in any boating community, and can be counted upon to bring into the store men who would otherwise seldom visit it.

The cash value of the equipment, which each of these craft requires, runs up into a very large sum annually, and the local hardware dealer is the logical base of supply therefor.

The motor boat trade is a better outlet than the automobile, for first sales, insomuch as the modern car comes fully equipped, while the motor boat, as a rule is something to be outfitted after purchase, and while

there is a reasonable limit as to the number of stock accessories which may be fastened to a car, the motor boat always has room for something more in the way of equipment—and generally gets it—if not the first season then the next or some succeeding summer will find it aboard. Also, motor boat and auto accessories will be found to work well together.

Marine paints are good lines for this trade, and the manufacturers will gladly furnish attractive window displays.

ISSUED AN ACCESSORIES CATALOGUE

Lariviere, Inc., 911 St. Lawrence Blvd., Montreal, recently issued a catalogue (No. 10) of their practical accessories for motor cars. It is a 50-page booklet, printed in English and French, and fully illustrated. As a retail dealer's catalogue it is one of the finest that has come into this office, and as showing what a retail hardware dealer is doing in the auto accessories line, nothing better has been seen published in Canada.

The catalogue contains only accessories that have proven satisfactory under actual use, says the firm, and any goods that are shown and fail to give satisfaction will be taken back and purchase price refunded. Besides accessories, Lariviere, Inc., have opened a tire repair shop, equipped with modern installations, all of which goes to show that this Montreal hardware concern is abreast of the times.

Emancipated—"Why didn't you laugh at the boss' joke, Bill?"

"Don't have to: I quit Saturday."



A summery window of sporting goods, trimmed by a Maritime hardware dealer, which made the boys come in to buy.

Dress the Window to Make People Enter Store

What a good display should do—Some rules for trimming windows—Value of display—Color contrasts.

A WINDOW properly and attractively dressed performs the first three elements of the sale; first, it attracts attention; second, it arouses an interest; and, third, it inspires a desire on the part of the passing public for the articles displayed or for information pertaining to the same. It is always well to incorporate into each display a feature that will impel people to enter a store and place themselves in the hands of the sales force. It is therefore very essential that a window be arrayed in the most attractive manner, for if the silent salesman so-called is backed up by competent salesmanship inside it will produce greater returns for the expenditure than almost any mode of advertising one can employ. A window display may be divided into two distinct classes, motion and motionless displays. The former is often preferable and should be used whenever it is relevant. There is nothing that will attract the attention of the passerby so quickly as life or motion in the window. In the smaller stores a motion window is not always possible. Where electricity is available a motion window can be very easily arranged. Where it is not, motion can be obtained by fastening a string to the door and connected with some object in the window so suspended that in the opening and closing of the door motion will be produced. The real value of a window display is in its effectiveness of attracting attention, soliciting an interest in the articles displayed, inspiring a desire to purchase on the part of those who view the display, or, to sum it up, to bring into the store those who might otherwise have passed by or have been attracted to the store of a competitor. The window is the most effective conscientious salesman one can employ. It is the only employe that is continually on the job and which, if properly dressed, gives a store distinction which it is impossible to acquire in any other manner.

SOME FUNDAMENTAL RULES

In window trimming there are many things to consider, three especially. A trimmer should first plan out his display before he gets into his window to start work. Trim your window to suit yourself and to suit the public as nearly as possible. Have plenty of light

and a clean front. One of the most important points in effective window displays is cleanliness. Nothing about a store repels trade more than a carelessly arranged or soiled window display. You cannot afford to have anything except clean goods and clean windows in the front of your store.

VALUE OF WINDOW DRESSING

By C. H. S. BAMFORD

Sales Manager of the J. H. Ashdown Hardware Co., Winnipeg.

I want to say a word or two on the commercial value of window and store dressing. Have you ever considered the attention given these matters by the department mail order houses? Do you recognize that the dressing of a window or a store is practically a demonstration of the extent to which goods may be made to sell themselves? Not only this, but a well dressed window and a well kept store call customers in, and command the most liberal and profitable patronage and create a store atmosphere so pure that the mail order germ cannot live in it. I urge you to develop your talents in window and store dressing to the highest pitch. You all know there is room for improvement in this respect; you all know as a rule that window and store dressing, as seen in the average country store, yes, and in some city stores, is a distressing sight, driving away trade in place of inviting it. Believe me, the skill the storekeeper acquires in these arts will be substantially reflected in the profits of his establishment, and it is profits you are working for.

WE WANT BUSINESS PICTURES

The Editor of Canadian Hardware Journal is anxious to get photos and cuts of new store fronts, window displays, interior views, department groupings, and anything else of a special nature likely to interest our readers and be helpful to the younger and newer men in the business. The cuts and photos will be carefully kept and returned immediately after using, to the owners. Address them to Canadian Hardware Journal, 32 Colborne Street, Toronto.

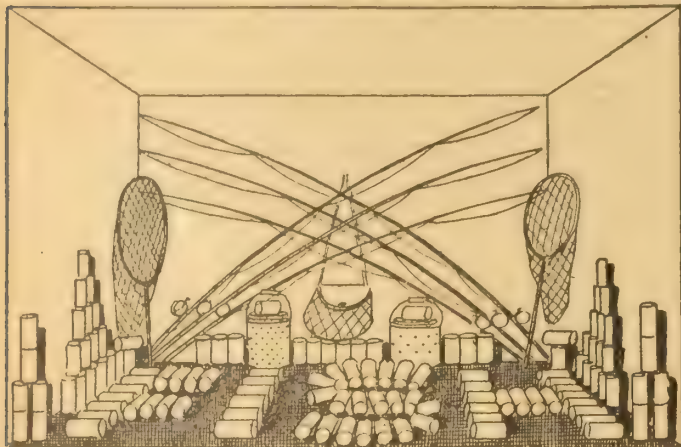
HOW WE DRESS OUR WINDOWS

By FRED J. MILLER, Miller Hardware Co., Hamilton.

We aim to display as simply as possible, try hard not to overcrowd and always price every article put in the window. We always dress our windows once a week, and usually figure out some new design as a display setting.

It is our experience that the majority of small tool windows show overcrowding but this seems characteristic of tools especially.

Our color schemes are usually made up from black,



Suggestive window display to push camping and small summer goods.

white or purple, and as stated before of silk, velvet or flannel material.

The selection of goods for a window requires more or less knowledge of classified hardware and the display, of course, must be seasonable.

We dress our windows on Wednesday and Friday mornings, and it usually takes from three to four hours. The window displays are followed up with an ad. in the daily papers, drawing attention to the goods on display in the windows. We feel that this linking up method, week in and week out, produces the largest number of sales at little expense.

These ideas, if followed out consistently, will, I firmly believe, make window dressing easier and increase the daily sales; at least such has been my experience and I gladly offer it for what it is worth to others.

COLOR SELECTION FOR WINDOW DISPLAYS

Contrasts of graded shades of one color are correct and are effective. In other words, you do not necessarily have to have a harmony of buff and red or green and white, but you can shade off a purple from a deep royal purple to a very light shade with white crepe paper for a trim and get a splendid effect. The same is true of other colors.

Dark colors should be used below light colors and never above them.

Never use more than three colors in one scheme.

If your window or store is dark, always use light colors. If your window or store is extremely light and sunny, some darker colors will give pleasing effects and will absorb some of the light.

Use soft shades where permanent coloring is pronounced.

Never put two floral designs near together.

When using crepe paper it can be made much more

effective by ruffling it. This is done by running the edges between the fingers.

If the central color-scheme you desire is a blue, the following would give you some idea of color-schemes. Blue contrasted with yellow appears more brilliant. Blue contrasted with violet appears more green. Blue contrasted with green appears more violet. Blue with red is better than blue with green. Blue with scarlet is a good combination.

GETTING A LINE ON THE WINDOW

An interesting way to get a line on or test your window is to go outside and test the exact number of people who pass your store on the sidewalk in a certain time, say ten minutes in the busiest time of a busy day.

Note the number that go by.

Note the number that only glance at your window.

Note the number that hesitate in front of your window.

Note the number that actually stop and are sufficiently interested to look in.

Note the number that actually go into your store after looking into the window.

MAKING DISPLAY SHELVES OF STOCK

A window dresser is often put to it to get away from the effect of flatness, especially where the floor of a window is low, bringing it considerably below the line of vision. A simple and convenient method of accomplishing this is to arrange plate glass shelves, supported by four brass or glass candlesticks, stood on the floor of the window, one at each corner of the shelf. One or more such shelves may be used in a window; they may be placed wherever most effective in different displays; may be varied in height merely by using different lengths of candlesticks, and the shelves may be any desired size.

Among the further advantages of this idea it may be suggested that the candlesticks are included in many hardware stocks, are themselves ornamental and sal-



Splendid example of interior display made by Ontario dealer. The wall panels help greatly in making sales.

able, and thus add to rather than detract from the effect of a window. The shelves set off to excellent advantage small wares arranged upon them, and by elevating them nearer the eye, facilitate examination by passers-by. Finally, glass shelves so set up do not in any way obstruct the view of the balance of the window.

Newspaper Advertising for the Hardware Dealer

Make the ad. attractive in appearance and seasonable as to goods noticed — Illustrations a big help — Take time to prepare copy.

By J. W. KRANS

NEWSPAPER advertising is the medium perhaps most commonly used by many of us, and still it is one from which many derive little or no benefit, not because space in a country paper does not pay, but because your ad. is unattractive, and not properly filled with reading matter, with which you can get the attention of the reader. It is a fact that many of the advertisements of the country hardware dealer remind one more of his letter or bill heads, which read somewhat like this:

"Jones & Brown,
Dealers in Shelf and Heavy Hardware,
Tinware, Stoves, Ranges, etc."

To many hardware men this may look like advertising, but it is not. It is merely contributing your share towards maintaining a newspaper with no returns from your money. With the help we can have from many jobbers and manufacturers in the way of suggestions, and in furnishing us cuts and electros, there is no excuse for having stale ads. or ads. that are out of season. If we would make a study of advertising, selecting the right cut to go with the ad. and if we would just think over the different lines that we could and should be advertising, our trouble would not be to think of something to take the place of the ad. which has been running for several weeks, but we would be trying to de-

cide which line would be the most seasonable, and from which we could expect the best returns.

A mistake many of us make, and undoubtedly will continue to make, is that we do not get our ads. out in proper time. We will wait until the printer is about to go to press, or until he calls up by 'phone and asks if you have that ad. ready, and you will have to say: "No, but I will get it right out." Just then farmer Jones steps into your store and asks for the boss. He is directed to the office, and that is the last of your ad. for this week. When the paper comes out the next day, you will see your old ad. which has perhaps been run for several weeks. In writing up ads. after deciding what line we want to run, select the proper cut. Cuts should never be omitted, as they give an ad. prominence. A reader will take notice of an ad. with a cut inserted much sooner than one without. You can easily judge this for yourself. In taking up a newspaper, trade journal or magazine, which attracts your attention first, the ads. with the reading matter only, or the ones with the cut of the article advertised? Always the latter. The same holds true with your city or farmer customer whom you want to reach with your ad.

Quoting Prices

Then, again, many of us hesitate to quote prices on the articles being advertised. Here is where we can

FREE TRIP TO HAMILTON
Customers desiring to visit the
factory and see the extent of
their order may be provided it
amounts to \$10 or more. Ham-
ilton must be provided.

Stanley Mills & Co., Limited

"I AM CHEERFUL"
— the newest arrival at the Toy Store,
2nd Floor, has become an great
favorite with the children as the real
doggy war with King Edward

More About This Unique Kitchen Dept. of Ours

As We Stated On Saturday, So We Repeat--The Stanley Mills Kitchen Department Is Known
Over All Canada, It Is Different From All Others

Nickel-plated Ware That You Can Depend On

The service of this class of goods depends on the thickness and quality of the plating.

We make our nickel-plated ware and dishes in the following sizes: 10 inch, 12 inch, 14 inch, 16 inch, 18 inch, 20 inch, 22 inch, 24 inch, 26 inch, 28 inch, 30 inch, 32 inch, 34 inch, 36 inch, 38 inch, 40 inch, 42 inch, 44 inch, 46 inch, 48 inch, 50 inch, 52 inch, 54 inch, 56 inch, 58 inch, 60 inch, 62 inch, 64 inch, 66 inch, 68 inch, 70 inch, 72 inch, 74 inch, 76 inch, 78 inch, 80 inch, 82 inch, 84 inch, 86 inch, 88 inch, 90 inch, 92 inch, 94 inch, 96 inch, 98 inch, 100 inch.

Many Women Will Be Surprised To See

Such a number of useful things put out in this department but most looking and serviceable. The following list of prices is almost sure to be something which you will be glad to be reminded of.

Spice Boxes, 35c, 50c, 60c, 75c, 1.00
Cup Boards, 60c, 1.00
Cup Cabinets, 3.25
Wood Boxes, 50c to 1.35
Flour Boxes, 85c, 1.15
Sugar Sets, 1.25
Cup Boxes, 60c to 1.00
Dish Boxes, 1.35
Cupboards, 1.00 to 3.00
Tea Caddies, 1.00, 1.50
Match Boxes, 8c to 75c
Brush and Comb Boxes, 5c, 10c
Flour Bins, 1.00
Japanned Trays, all sizes, 30c to 1.00.

French Fire-proof Ware for Cooking

Made In a Light Chocolate Color With Cream White Lining.

This is the lowest-priced fireproof bakeware that we handle. You are, perhaps, others costing less that are worthy, but we've tried and tested the French goods out, and at the different prices they represent values of the first order.

A summary:

Shirred Egg Dish, 15c; for 2, 20c
Bean Pots, 35c to 75c
Individual Bannings, 15c
Individual Casseroles, 25c
Individual Tea Pots, 25c
Casseroles, 10c, 20c
Covered French Stew Pots, 75c
Hot Milk Jugs, 35c
Individual Bannings, 25c and 10c
Rice Moulds, 8c to 12c
Walsh Rabbit, 35c to 50c
Jelly Moulds, 20c, 35c.

These Special Savings for To-Morrow Only

Granite Tea Kettles, 4 quart size, flat or pit bottoms, regular price 75c, Tuesday's price, each **59c**

Gem or Popover Pans, deep or shallow, 9 on each sheet, regular 15c size, Tuesday **8c**

White Sink Strainers, extra deep, with wire hook, regularly 50c each, Tuesday price **35c**

Bread Boxes, made of extra heavy tin, just the handy size, regularly 50c, Tuesday, each **39c**

Wire Egg or Cream Beating Spoon, regular price 25c each, Tuesday special 2 for **5c**

Japanned Slip Pans, several colors and complete with deep covers, regularly 45c, Tuesday, each **33c**

Tuesday's Housefurnishing News

Stained Glass Paper in a variety of the latest colorings and designs for pasting on windows and glass doors. 10 inches wide on three lines, at once.

Price quality Tapestry Table Covers, measuring 2 yards square with a wide fringe of velvet and in new shades of green and crimson with gold patterns. Special Tuesday, each **\$2.00**

Handsome Tapestry Portieres, the new designs are in new colors, and are of a high quality. Special Tuesday, each **\$1.00**

Something entirely new in Rope Portieres, made with heavy rope, and a wide fringe of velvet, and in new shades of green and crimson. Special Tuesday, each **\$2.50**

Price quality Colored Madras Muslin in some pretty shades of green, blue, and red, and in new patterns. Nothing else so good for the price. Special Tuesday, each **48c**

In the Wall Paper Department

From 8.30 to 11 a.m. To-morrow, An Important Sale

Three desirable patterns of ROOM MOLDINGS — red, buff and pink colorings — for three hours only, per foot **1c**

Varnish Tile Papers, a splendid assortment of this sanitary paper for kitchens and bath rooms — in the square, floral and scenic effects **30c**

Also a few numbers which we are clearing for only 15c roll.

Fancy China at Popular Prices

Special Attractive Tables Offering the Widest Variety in Hamilton at 50c Your Choice of

Fancy Vases, all sizes, poppy and rose designs

Fancy Covered Butter Dishes

Fancy Covered Water Jugs

Fancy Covered Jewel Boxes

Fancy Covered Hair Receivers

Fancy Hatpin Holders

Fancy Small Jarliners

Fancy Salad Bowls

Fancy Sugar and Cream Sets

Fancy Decorated Cherry Trays

The above pieces are of nice Austrian or Art China, and practically all are special values for, each 25c

See also the famous Stanley Mills 10c and 15c Fancy China Tables.

Fancy Jap. China Teapots

Fancy Decorated Jet Teapots

Fancy Decorated Mustard Pots

Fancy Decorated Cake Plates

Fancy Decorated Cream Jugs

Fancy Assorted Cups and Saucers

Fancy Decorated Soup Jugs

Fancy Decorated Cherry Trays

Fancy Decorated Sugar Shakers

Giving publicity to the kitchen goods department.

learn from our competitor, the department store, and also from the mail order houses. Make it a business to watch their ads, and learn from them. They never hesitate to quote prices, whether on staples or special lines. Quoting prices on goods you advertise in the newspaper is just as essential as marking the prices on goods exhibited in the show-window. By all means give the line on which you have the exclusive sale for your town the preference. For instance, your line of stoves, ready-mixed paints, cutlery, builders' hardware, tools, etc. Now, by inserting a trade-mark cut of some one or other of these lines at all times, together with your regular ad., it brings them to the public's attention, and familiarizes them with your leading lines.

DOES ADVERTISING PAY?

I want to say a word or two about advertising. Does it pay? If judiciously done, yes. Otherwise, no. I believe from observation that there are vast sums of money wasted every year in poor advertising. Every time I make a trip into the country I am astounded at the expensive advertisements adorning hotel registers, clocks, writing tables, pool rooms, and other places not frequented by the public who read advertisements. I pick up the local country paper and I see goods advertised out of season. You might as well throw your money in the fire as to buy and pay for unseasonable advertising. It is worse than useless. I believe in advertising, and I recommend that you not only buy it, but use it judiciously to advertise seasonable lines. Change your advertisements in every issue of the newspaper you are using, and always have something new and seasonable to present to the public. I realize that your copy must be home-made, but with careful thought you can make it readable and attractive and productive of results.

I recommend that in place of spending money on hotel and pool room advertising, that you procure from a good sign writer descriptive price cards, snappy and attractive, and attach them to all displayed goods, thereby riveting the attention of the customer, and resulting not only in more sales, but in quicker sales, as they help to expedite the customers' choice. I think with judicious advertising, coupled with the big element of local ownership and tact, with well dressed windows, and a cleanly, well assorted stock, you can make your store the most attractive, hospitable and serviceable public place in the community, and from within yourselves create a bulwark of protection against which the assaults of the mail order houses will be impotent and futile.

HARDWARE DEALERS AS ADVERTISERS

As a whole, hardware dealers are among the poorest advertisers in the whole field of business activity. In substantiation of this statement I want to give you a few figures. Last week I went over some exchanges to see how many hardware dealers were advertising. I counted out 300 exchanges—78 daily newspapers and 222 weekly newspapers. In the 78 daily papers I found 21 hardware dealers' advertisements, and in the 222 weekly newspapers 72 hardware advertisements. Of the 21 in the daily papers, 18 were parts of big department store ads, and 3 only were advertisements of exclusive hardware dealers. Do you think it would be an exaggeration to say that there are 1,000 hardware dealers in the villages and cities represented by those 300 newspapers? I believe such a statement is conser-

vative. We will assume for argument that it is. Based upon these figures then, it appears that only one out of ten hardware dealers are advertisers. In view of these figures, do you think that my statement about your position in the advertising field is an unjust one? —A. O. Moreaux.

STUDY WHAT OTHERS ARE DOING

The ability to write and plan good advertising comes from a lot of hard study, from a good sense of the fitness of things and from close concentration to the matter in hand, but probably good hard study will give the advertising man what he wants sooner than anything else, because before everything else the advertising man must be a thorough student of his business and the connection between his business and the people whom he must consider as prospects for what he has to sell. Along with a knowledge of what to put into an ad. and what to leave out it is quite necessary to know something of the artistic in its relation to attention-getting value. And after the advertising man has become well posted in the matter of what to write and how to lay out an ad. there will be a-plenty to do in learning the best way to advertise every special item in the store and the store as a whole.

Probably a study of how others are accomplishing just what you want to do is as good a way as any for a beginner to start his advertising work. This does not mean that imitation is ever safe, for it isn't, but from what others are doing in advertising one may get a general idea of what is necessary, and that idea once gained is a big start.

TRADE JOURNAL ADVERTISING HELPS DEALERS

In regard to trade journal advertising, I believe it not only benefits the manufacturer, but the dealer it reaches. The housewife reads the home publications and the fashion magazines, getting points upon subjects in which she is interested. So the dealer reads his trade journals and profits thereby. He not only gets general news, but new and profitable lines are thus brought to his attention. The well-edited trade journal is filled with selling helps, over-the-counter arguments and profit points for the dealer.

Merle Sidener of Indianapolis, chairman of the Vigilance Committee of the Associated Advertising Clubs of the World, recently told an audience of men and women interested in advertising that "advertisers must be washed of their sins" before the full confidence of the public will be merited. The presence of crooked advertisements in the same publications with honest advertisements over a period of many years has resulted, Mr. Sidener said, in the creation of a spirit of distrust of advertising in the purchasing powers. That distrust is very real and its effects are being felt throughout the business world.

HOLDING THE REINS ON DETAILS

By Charles R. Stevenson

Successful operation of any business—manufacturing, wholesale, retail—requires exact information about every detail of the business. The information must be obtained cheaply and simply, but it must be complete enough and detailed enough to give the executives who are responsible for the operation of the business exact knowledge of its every detail.

Canadian Hardware Journal

TORONTO

AUGUST 1916

CANADA

Promising Crop Conditions

While we are several weeks away from harvest time, yet there are at present decided indications in favor of Canada having another good crop year.

True, the wheat acreage in Canada is about 11½ per cent. below that of last year, but compared with 1914, there is an increase of about 11 2-5 per cent.

That, however, which is of the greater importance is that the growing crop is in a most promising and healthy condition. This applies both to the Fall wheat in Ontario, and to the Spring wheat in the Prairie Provinces. In the latter part of the Dominion the climatic conditions have been particularly favorable ever since seeding began. A month ago the plants were from five to seven inches high, and as healthy and sturdy as they could be.

The West is counting upon a crop of 310,000,000 bushels, or about 32,000,000 bushels less than last year.

In the West the acreage under oats is estimated to be 4½ per cent., and under barley 5½ per cent. larger than in 1915. Taking Canada as a whole, there is, however, to be a decrease in both oats and barley.

Canada's hay crop promises to be the largest in its history.

So far the situation is certainly conducive to the development of confidence.

Keep stirring up business even though the "dog days" be upon us.

Nipping the Returned Goods Evil

Business men of all sorts and conditions suffer from time to time from the practice of customers returning goods. In certain branches

of the retail trade the practice is more common than in others. But the difference is only one of degree. The principal at issue is the same.

When goods are not what they should be the retailer has no grievance when they are returned. But the trouble is that goods are frequently returned, not because they are defective, but because it suits the whim of the unprincipled customer to return them.

In the United States the retailers are taking steps which are designed to at least curtail the practice. The fact that it is a preconcerted and co-ordinate movement bespeaks for it a larger measure of success than would be possible were it merely characterized by individual effort.

The mode of procedure is to draw up a set of rules and regulations regarding the time which shall be allowed to exist within which goods may for good cause be returned. It must also be clearly shown that the goods so returned have not been used in any way.

The movement had its origin in the cities of the Pacific Coast and in those of the West, and a few weeks ago the merchants in Boston fell into line.

In order that the public may be made thoroughly acquainted with the conditions under which goods may

be returned, the practice of the merchants who are party to the agreement run a series of advertisements for a period of five weeks preceding the date on which the new rules and regulations go into force.

The success of the movement will, of course, depend upon the faithfulness with which the parties to the agreement stand firm to its provisions.

In view of the high prices ruling, and likely to rule for some time to come, on hardware lines, dealers should think twice before deciding to clean out at reduced prices articles that can readily be held over until the next season.

Make Store Attractive to Customers

The dealer should attempt to make shopping a pleasure at all times, but especially during the warm weather should he do all in his power to make the store attractive to customers. It will mean that people will visit the store oftener and spend more time over their purchases when they do visit it.

A woman will not spend any longer than necessary in a close hot store that makes her uncomfortable, nor will she be inclined to visit it oftener than she really has to. She will remember the store where shopping is a pleasure. That is the store that will get her trade, other things being satisfactory. The tired and weary shopper will incline towards it on a warm day, just as surely as the traveler on the scorching desert is attracted to the oasis.

Therefore, consider ways of keeping your store in comfortable trim. What about a container of cold water in a prominent position, a rest room or chairs for the tired shopper, and flowers and foliage to give a cooling effect to the store?

It is better to pull with, rather than against, local competitors.

Deadbeat vs. Burglar

The Peterborough Review brings up an interesting question in a recent editorial when it asks: "Is a deadbeat any better than a burglar?" The editor believes that the burglar is really the better man. At least it can be said for him that he is honest in his dishonesty. If he wears a mask, it is an artificial and not a moral disguise. When he fills his bag with booty and escapes he leaves behind him no specious promises that he will make fitting restitution to the man whom he despoils of his goods.

With the deadbeat it is different. He hides his predaceous predilections under a cloak of respectability. He is usually fair of speech and graceful as to deportment. He wheedles his victim, imposes on the latter's confidence in human nature instead of assailing him with a club and then helps himself to what he wants as his less cultured running mate does.

Every merchant knows the deadbeat to his cost. Few have suffered at the hands of the other variety. But

the deadbeat is ubiquitous. His promises are as so much heated atmosphere and he generally extends the field of his operations, using his predatory methods upon every dealer in sight until his mail is burdened with letters the chorus of which is "To accounts rendered."

One reason why so many people are deadbeats instead of burglars is that it is easier and safer. Merchants are themselves responsible for a good many deadbeats. By their loose methods in granting credit and collecting accounts, they invite deadbeatism.

To the merchant who does try to check deadbeatism the law does not give the assistance it should. The law lays violent hands on the man who breaks through and steals, but it is difficult to extract anything from the deadbeat by legal procedure. There certainly should be stricter laws against the deadbeat. He is a greater menace to any community than the burglar.

Efficiency is just as essential in the store as it is in the factory.

The Unanswered Letter

The accusation is frequently made by wholesalers, manufacturers and others who have occasion to correspond with retail merchants that the latter are very remiss in their duty of answering letters. A large number of merchants will have to plead guilty to the charge, for it cannot be denied that many dealers are exceedingly neglectful of their correspondence.

Of course, they offer the old excuse of busyness, but that excuse is an overworked one in the retail business already. We have seen merchants who were too busy to answer letters, but who could talk for an hour about the war, politics or local gossip with some of their friends. Even those dealers who are really busy could easily find time to answer all letters if they would only inject a little system into their schedule of work and have certain times set aside for looking after this, just as they have for writing their ads. and caring for other necessary work.

Large business houses have a positive rule of answering all letters, and the retailer should adopt a similar policy. It is only courtesy—and quite often profitable courtesy—to reply to anyone who has given you sufficient consideration to write you.

The wide-awake retailer strives to know his customers as well as his goods.

Wholesalers and Retailers Co-operate

The establishment, through the instrumentality of the Canadian Credit Men's Trust Association, of a joint committee consisting of seven wholesalers and seven retailers of Winnipeg, for the purpose of discussing matters appertaining to both, is a move in the right direction. It is to be hoped it will extend to all commercial centres in Canada.

For a great many years there has been developing a pronounced feeling in regard to the advisability of wholesalers and retailers being brought into closer touch with each other, both realizing its necessity.

At gatherings of business men where wholesalers and retailers have been brought into touch with each the subject of co-operative effort between the two has been a trite subject for discussion. Like the colored preacher they have "argued and amplified," but no definite steps were taken to create the necessary machinery for bringing about the desired end.

Failure cannot be ascribed to lack of recognition of the interdependence of each upon the other. Appar-

ently, at least, the explanation was to be found in the fact that there was lack of leadership to take the initiative.

The experience in Winnipeg would seem to sustain this view. There leadership developed in the incorporated body of the Canadian Credit Men's Trust Association, and the consummation of the joint committee was the ultimate result.

May there be more power to such leadership.

It is just as possible to develop cold feet in regard to business when the weather is hot as when it is cold.

Successful Retailing

What is your object in doing business? asks Hugh Chalmers, and then he answers himself—To sell goods at a profit. That is what we are all in business for. Your business is organized for the purpose of selling something. And unless we can sell at a profit, we cannot stay in business.

Now, in order to sell goods at a profit, what must we do? In other words, what is salesmanship?

Salesmanship is simply influencing the minds of others. It is simply making the other fellow feel as you do about what you have to sell. You are trying to get the people who come into your store, or in a larger way, all the people in your town, to feel that they should buy your goods.

You have got to get the people inside of your store; then you have to sell them the goods you have stocked before you become a merchant. And this is the hardest part of being a merchant; in my opinion about seven-eighths of the problem. Nearly anybody with a sufficient amount of capital can put up a store building, fill it with goods, but not everyone can sell the goods to keep the store going. For a great many people do not understand in the first place that salesmanship is simply influencing the human mind, and in the second place, do not know how to influence the mind.

The mind is influenced by many things and in many ways. The business man who realizes these fundamental principles of salesmanship will have it in mind from the time he first plans his building. The building itself influences the mind of the customer. The windows and the displays in them influence the mind. The goods and the way they are displayed in the store influence the mind of the possible buyer. Also the value and the price; and likewise the employes of the store.

Goods coming in, as well as goods going out, should be carefully checked.

The Honesty of Customers

A good deal is heard about the honesty of the retailer. How about the honesty of the consumer? A dealer in a small town recently became curious in regard to this point and decided to make a little investigation.

Twenty-five customers had ten cents too much slipped into their change and then were closely watched to see what they would do about it. Seven men and one woman pocketed the change uncounted and never knew of the bait. Four men and two women noticed the extra coin and returned it. Eleven succumbed and, unconscious of the watch upon them, pocketed the illicit gain.

The dealer whispered the result to a friend or two in absolute confidence and soon everybody in town knew about it. Unhappy indeed are the detected pilferers, but probably sorer still are the remaining 2,013 inhabitants who missed the chance to make either ten cents or a record.

Brief Editorial Comment on Business Topics

By THE SCRIBE

Time to push strong on summer lines.

* * *

Attractive display is a good bait to use.

* * *

Smile with Old Sol, for Old Sol helps business.

* * *

Keeping busy keeps you from getting that tired feeling on warm days.

* * *

The harvest season in summer dimes is now at hand. Make the most of it.

* * *

Listlessness has no place in the dealer's formula for maintaining summer trade.

* * *

The business man's alphabet also starts with "A" and "A" in his case should stand for "aggressiveness."

* * *

Some dealers use a Victrola to brighten up their spirits on the warm days, but there is no music that will do this better than that of the little old cash register.

* * *

"Mouth-to-Mouth" advertising is the best you can get. Treat your customers so that they will tell their friends about you and advise them to deal with you.

* * *

Are you making an effort to keep summer trade humming, or are you merely allowing things to drift along? There are many opportunities for business just now that are worth making special efforts to cultivate.

* * *

A dollar's worth of encouragement to the clerk may be worth more to you than if you gave him ten dollars in real money, but don't forget that he is also entitled to more real money just as soon as he deserves it.

* * *

Don't let the enthusiasm of a few day's good business lure you into making investments or taking chances that you shouldn't. The wind may veer and the dealer should always have his business ship in such shape that there will be no trouble.

* * *

Give attention to complaints. Those who make the biggest kicks are generally those who are the greatest gossips, and if you wish to avoid undesirable publicity in the neighborhood, it is well to see that complaints are properly looked after.

* * *

One mistake makes a stronger impression on a customer than one hundred instances of perfection. For instance, goods may be delivered to customers a hundred times in a satisfactory manner, but that fact is generally forgotten in the face of one "fall down." Thus, the need of guarding zealously against mistakes.

* * *

When you are inclined to allow a customer's account to run on over the period when it should be paid, bear in mind that money tied up on your books could be made to produce a good interest these days. If you

consider that the customer is "good" for the amount, then it is probable that the customer has the money invested in some way and is drawing interest that properly belongs to you.

* * *

The number of people who pass a store determines to a large extent the value of its location, but it also depends to a large extent on the class of people and the probability of them stopping to buy. For instance, many people leaving a factory in a rush to get home would not be near as valuable to a store as half the number passing the store who are not in a hurry. These things should be considered in selecting a location.

* * *

Cash in on the publicity given to nationally advertised goods sold in your store. Hitch the advertising up to your own store by using it on show cards in interior and window displays. It gives the public a good impression of your store to know that you handle well-known brands. To feature this fact one dealer prepared a book in which he pasted advertisement of nationally advertised goods clipped from newspapers and magazines.

* * *

Do not forget that percentage of profit on cost is vastly different from percentage on selling price. For instance if you added 25 per cent. to cost and your expenses amounted to 20 per cent. (on selling price), you would just be breaking even. Too many dealers do not properly understand this question of figuring profits. It is certainly worthy of study, because incorrect figuring is liable to have disastrous results. A first essential is to recognize the difference between percentage on cost and percentage on selling price, and to remember that expenses are always figured on the selling price.

THE STORE GROUCH

"These people sure do get my goat," grumbled the Grouch. "Every time they read a headline in the paper in which the Germans make some preposterous claims, they take a death-grapple on their bank roll, and it would take hold-up methods to pry a quarter away from them even for an article that they really need. You would think that blue ruin was staring them in the face instead of piping prosperity. They come in here with a now-the-jury-will-view-the-remains look upon their face, and you have to talk your head off to sell the poor fish what they really need and what they have plenty of money to pay for. There is plenty of money in the country, crops are coming on fine and things are going to boom this fall."

"But you just told me," broke in the traveller, "that you wouldn't order anything because things weren't looking very bright."

"Oh, Bah!" returned the Grouch.

What a Salesmen Really Is

This definition of a salesman won a prize recently: "One who sells, satisfies both employer and customer, justly serving the interests of both, using initiative and originality constantly to increase sales without misrepresentation or losing customers by selling something not wanted. A good salesman will study to acquire knowledge concerning the goods and their merits. Also, to cultivate a pleasing, magnetic, dependable personality that will inspire and hold confidence."

THE POWER OF ENTHUSIASM

Enthusiasm intelligently directed will do anything that can be done. The reason everyone has not enthusiasm is because it takes some little trouble to get it. If it were easy to get, all would have it and then it would be cheap. Enthusiasm feels good; the most persistent opposition will melt before real enthusiasm because the buyer feels the salesman must be right or he could not be so enthusiastic. The clear, sparkling spring suggests enthusiasm; the black, muddy pool, despair. Which influence do we radiate in our sales personality?

Enthusiasm should be our personal experience, for it blooms and blossoms out from expert knowledge of merchandise and merchandising methods.

PERSUASION AND TACT

Powers of persuasion should be cultivated by all salesmen. Persuasion is soothing. It cools the fires of distrust and resentment. It finds common ground. Sometimes it works through argument; sometimes through example, comparison, or contrast. It may question or perhaps lead the other into talking. It always says the right thing at the right time. Its reward is the sale, and the sale is the means to many others.

Progressive salesmen are tactful. Tact is a refusal to become irritated, a pleasing insistence and grit to stay with the game and win out.

Salesmanship is the art of probing and finding the point of least resistance in the other fellow. By reading human nature this is determined, for no man is armor-clad.

PERSONALITY IN SALESMANSHIP

Sheldon tells us there are eight things that determine a man's personality:

1. Knowledge of self for the betterment of self-development.
2. Knowledge of your goods, your business, your development.
3. Knowledge of your competitor's goods, business and proposition in so far as possible.
4. Knowledge of human nature.
5. Knowledge of business psychology.
6. Knowledge of the field in which you are operating.
7. Knowledge of the particular individual with whom you are dealing. You ought to know a man's chief pleasure, habits, likes and dislikes, ideals and all those things that give you a point of contact with the individual. The more points of contact with the individual the better you will get along with him.
8. Knowledge of general business conditions.

ANALYSIS OF A SALE

Every sale can be analyzed and the fundamental principles of approach—attention—interest—desire—and closing can be traced from the beginning to the end. First impressions are usually more lasting than the last. It is important then to make a good first impression, if you desire to create the interest in your goods and to create a desire on the part of your customer to purchase what you have to sell.

Be careful of your approach. If your customer is busy, wait until he is at leisure to listen to you, or else make an appointment to see him at a future time. If he appears to be in bad humor endeavor to create a friendly feeling that will dispel this handicap.

After you have passed through this first stage in the sale the next step is to create such an interest in your goods that your prospect will give you the necessary hearing and consideration. In order to interest your customer you must have the proper knowledge of your goods. You must explain various details of your proposition and use such language as he will easily and readily understand. Know what you are talking about so that you feel perfectly at home in exploiting the merits of your line. Be honest and frank about your proposition. Do not misrepresent or make any statements concerning your products you can not back up. Have your whole heart and soul in your proposition. Learn to sell yourself, then you can sell your customer.

THE EMPLOYEE'S GOLDEN RULE

He was a keen business man who said the other day: "I do not care for a salesman who is not anxious to be more than a salesman." Here are a few suggestions to ambitious fellows:

Do unto your employer as you would have your employer do unto you, were your conditions reversed.

Do everything within your power to make your employer's business a success, knowing that such success through your efforts will mean your success.

If you are a salesman, make each week's sales this year more than the same week last year.

Give your customer every attention within your power.

Make up your mind to sell every prospect, making up your mind is half the battle.

No matter what your position, put your employer's success first. Do your work as painstaking as it lies within your power to do it. If you haven't faith enough in your employer to know that his success means your success, find another job.

PROFIT MAKERS

Efficiency	Increasing sales
Cleanliness	Higher standards
Clear heads	Accurate shipping
Good credit	Run your business
Co-operation	Watching due rates
Watchfulness	Decreasing expenses
Tell the truth	Utilizing good ideas
Concentration	Intelligent salesmen
Fire protection	Perpetual inventories
Good equipment	Imparting ideas clearly
Don't generalize	Improving the ordinary
Correct receiving	Fresh air and sanitation
Well kept records	Knowledge that quickens
	N. A. Hawkins

Don't rest on your laurels. Get some more.

Tremendous Sales Power of Good Paint Window Displays

Windows an index of store—First impressions of store gained through window display—Some simple rules—Linking up with advertising.

WITH all that has been written and said about the importance of window display it is strange but true, that as yet comparatively few merchants appear to realize the tremendous business bringing power of well-dressed windows. Windows advertise one's business whether given attention or not, and it is the merchant in the smaller town, where not so much attention is given to window dressing as in the larger cities, who can make his windows so attractive that he will have everyone in town anxious to see what he will do next. If windows are untidy, dirty and full of cobwebs, they advertise the dealer as unprogressive, and to the average person this means an undesirable place at which to make purchases. If windows are clean, bright and always trimmed artistically they have a tremendous drawing power, the value of which can hardly be overestimated.

First impressions are always important, and a possible customer may be attracted or repulsed, according to the appearance of your store front. Paint it in some harmonious and striking color. For your windows, of course, plate glass is very much to be desired, but the smaller merchant need not feel discouraged if it is beyond his means, as it is what is behind the glass that really counts. No matter what kind of window you may have, the glass should be always kept clean and well polished. Then fill the space behind the glass with interesting merchandise, and it will attract attention and sell the goods.

The planning of the window space and background is important. A hardware and paint store should have roomy window space. The character of the background depends largely on the character of the merchandise displayed.

The actual dressing of windows involves a few underlying principles which should always be kept in mind. They are as follows: simplicity, color, harmony, arrangement, variety, seasonableness and association with local advertising.

Do not try to exploit too many lines at once. Avoid overcrowding. A window filled to overflowing with a miscellaneous conglomeration of merchandise makes no definite impression on the passerby. It allows him to carry no definite impression as it does when the window is simple and the attention is concentrated on some particular article or group of articles.

Window cards can be used to good advantage, but not too many of them nor too large ones. Very effective cards can be made up by simply writing some short, terse phrase, descriptive of the goods, or giving prices, in black crayon on a white card.

Change your windows often. If you make a practice of this, passersby will get the habit of watching your windows to see what is to be displayed next. Be sure your windows are seasonable. Take advantage of the various public holidays, and trim your windows for that week in a way particularly appropriate for the holiday.

Don't forget to show in your windows those lines of goods that are being pushed aggressively by the manufacturers in a national advertising campaign. The consumer is impressed and influenced by this national advertising and only needs your direct appeal to turn his favorable impression into a desire to buy. Most of the

national paint and varnish advertisers furnish the retailer with special window trims. You should see that you are supplied with these by the manufacturer whose line you are handling.

LINK UP PAINTS WITH BUILDERS' HARDWARE

How many dealers realize the possibility of tying up their paint and varnish department with builders' hardware? These lines go almost hand in hand. When a man is in the market for builders' hardware, it means that somewhere he is hanging doors or there is construction or reconstruction going on. Is it not logical therefore to keep this customer from getting away with simply a purchase of builders' hardware?

By so arranging these two departments or by so combining them you can take the customer from the builders' hardware department through the paint and varnish department where he will see stains, varnishes, shellacs, enamels and such things suitably displayed, with one or two panels, so he at once gets the thought: "Well, I guess my doors would look pretty good in that dark mahogany velvet finish"—then you have sold him simply through the power of suggestion.

The point is—if you don't tie up your paint department with your builders' hardware department, your customer is going to realize soon that he will need some finishes and someone else is going to sell him what you have failed to sell him. Incidentally, if you are not handling a line of builders' hardware, perhaps this suggestion we have given you will point out some possibilities along this line as an important tie-up feature with paints and varnishes.—S. W. P. Bulletin.



An original design for paint display made by Jas. A. Moore for Ayre & Sons, Ltd., The Cable Stores, Hearts Content, Nfld. The design is a correct representation of St. Mary's Church in that town.

Selling Paint to the Farmer

A farmer appreciates facts more than any other person. If you make statements to him, you must back them up by actual proof. In selling paint to a farmer the first question he will probably ask you is your price. And if you start arguing about prices you may lose sight of the quality of the paint and argue yourself out of a sale.

When he starts the price question, ask how much he will take for one of his yearling heifers. He will probably name you a price. Tell him you can buy one from Jones for less money. And he will come back with "What kind of a calf is Jones'?" You tell him a yearling, and he'll say, "Huh, you can't size up a calf that way. Mine's a full-blooded Jersey, pedigreed stock. I'll bet Jones' is nothing but a scrub. And there you've got him."

Tell him that no doubt yearlings are not all alike, and neither are barn paints. And then show him why an



How a Toronto dealer dressed his window to sell brushes.

"honest-to-goodness" mineral pigment and pure linseed oil barn paint will cover more surface, will take less gallons and last longer than any cheap paint he can buy. And it takes just as much of his valuable time applying a poor paint as it does a good one—and good barn paint will really protect his barn from decay.—Paint, Oil and Drug Review.

MAKE WINDOW TRIM STOP PASSERBY

The passerby to-day looks into a window from force of habit. The secret of success is to hold the attention and also to lead the passerby's attention to your goods.

A paint dealer recently put in a summer window of porch and deck paint, floor paint and paint accessories. In connection with the display he drew attention to his window by advertising that prizes would be given to the persons observing any substitution or changes made in the goods on display. We do not know the actual cash profits that resulted, but the window did bring sales and brought many people into the store.

In dressing the window trim it so that people will

look at it; and try to make it a habit with them to look. This interest will induce sales by bringing people into your store. Convince yourself and then convince others.

AFTER THE PAINT SELL THE BRUSH

Carrying a sufficient stock of paints, displaying them properly, so as to emphasize the character of the work which they are intended to do, and advertising to prospective users are all necessary features of the paint business; but in working up trade in the main department the dealer cannot afford to forget that his brushes are close allies of paints, and that he is not in a position to take care of the demand properly unless he has stocked up sufficiently with brushes.

SUMMER WINDOW PAINT TRIMS

A summer boating window should be provocative of sales of spar varnish and boat paints; and a baseball trim with some striking phrases on window cards should help move paints for outdoor use in the hot weather.

SOME STRIKING WINDOW CARDS

No well painted house is ever haunted by the ghosts of rot and ruin. Decay must have a starting point. Prevent the start by painting with our paint—paint that lasts in this climate.

* * *

We are the paint people. Paint, that's all. Not wall paper, or any other side shows. Just paint. The paint business is our business, and that's all we know.

* * *

One year ago we started mixing paint and ideals at our store, and we have done it so successfully that a great many people have come to depend on us for their paint needs. "Quality Always" will continue to be our motto, as it has been from the start.

* * *

The beauty of a house is only paint deep—be sure the paint has a tough skin! In justice to yourself use our paint, "the paint that lasts in this climate." Let us suggest color schemes.

* * *

Is your home worth living in? Then paint it, and keep it painted! Pride goeth before a clean-up, and our paint is best of all. Have a talk with us—we are the "paint people."

* * *

We believe we are the best paint people in this section.

We believe we are the most economical.

We know we are reliable.

We have proved our efficiency and our ability.

Bring your paint problems to us. Auto delivery.

* * *

Little strips of paper,

Little dabs of paint,

Makes a pleasant house

Out of one that ain't.

PAINT NOTE

A Western dealer secures a lot of publicity by using as a mailing feature a post card showing his paint department.

How is the Dealer to Handle Stove Repairs?

System for keeping track of orders—Saving up stock—Telling if it pays—Giving information on repairs at any time.

By FRANK W. CUNNINGHAM

STOVE repairs and how to handle them is a perplexing problem to a majority of the hardware dealers and is often a losing enterprise. Not because they are obliged to pay exorbitant prices and cannot charge their customer a reasonable margin of profit above all expense of procuring them, but they do not take the time in the beginning to get a full and complete description of their customer's range or heater, as the case may be.

The person wanting the repairs simply says he has a Gurney, or McClary range or heater, as the case may be, and the dealer being in a hurry jots down the information given and proceeds with his other affairs. Upon placing his order, however, with his jobber, he is promptly notified that he has not given the full description of the stove for which he wants repairs and consequently a delay is caused. Oftentimes it means the loss of a customer or an irritated one; whereas if more pains had been taken, the repairs might have been received in three or four days, and the result would have been a pleased customer and one who would go considerably out of his way to see that his neighbors patronized the same dealer when in need of stove repairs.

Each and every stove manufacturer makes a certain line of stoves trade-marked with some particular name or title, but the trade-mark name is not the name of the stove and this should be borne in mind when taking orders for stove repairs. Care should also be taken to secure the correct number of all stoves.

Very often the dealer suffers a loss by not protecting himself for, after he has been to the expense of procuring the repairs for a customer the same are uncalled for for some reason or other, and at the end of the year he feels like discontinuing the stove repair end of his business because he has practically his profit stowed away in some corner utterly valueless, whereas had he protected himself by requiring a deposit on all his orders, his repair accounts would have looked good to him and undoubtedly he would push that end of his business harder than ever during the next season.

Some dealers might feel timid about asking for a deposit upon accepting an order from his customer, although they should not as it is a well-established custom with the majority of commercial houses to ask for a deposit on special goods which they are obliged to obtain for their customers, and in every sense of the term "stove repairs" are "special goods" because the average hardware dealer does not pretend to carry the same at all.

If for no other reasons than those mentioned, a system of some kind should be adopted by every dealer for the betterment of his repair business, and the following system or one similar might aid those interested if adopted and carried out:

Procure a sufficient number of order blanks in duplicate, one to be retained by the dealer, and the duplicate to be given to the customer. If the customer can give all the information necessary his order could be entered at once; if not it would be well to have a repair card and have him take it home and fill it in properly and either return it by mail or personally, and then enter his order, taking pains that the customer receives a

copy of his order and as a precaution it would be well to have him sign the same, when convenient. This action would safeguard the dealer if any dispute arose as to not receiving repairs as ordered.

The order having been received, it must be cared for, and a very simple method would be a card system. First file the order in a binder and then fill in the card fully and place in a drawer or box adapted for that purpose. Should occasion arise that reference to any of the orders in the binder was necessary they would be easily accessible because it would only be necessary to refer to the index and get the page of the customer's order.

Upon receiving the goods care should be taken that they are not misplaced or broken by letting them lay around and in order to carry out the scheme a few bins are necessary, about twelve or fifteen, each one numbered as 1, 2, 3, etc. Now, the repairs for the customer have arrived and immediately his order is referred to by aid of the index card and the proper notation made and the castings are ready to be put in the bin designated, but in order to find the same readily when the customer presents his card of notification, a tag should be used attaching same to the bundle or piece of casting as the case may be. The notification card could be an ordinary postal card printed on the reverse side.

If the foregoing system or one similar is carried out, it would be unwise to destroy any of the sheets in the binder because the same could be used as a charge book for the repair end of the business and the bookkeeper could post all charges to his ledger, thus saving the expense of making a charge in his journal used for other matters. And again, it would be an easy matter at the end of each month or three months to figure up the profits on the repairs handled, and it is safe to say that the dealer would be more than pleased at the result.

And, finally, if at the end of six months or a year an accumulation of a few pounds of castings is found left in the bins, by customers who have moved away or for some other reason have not called for same, arrangements could be made with the manufacturer to allow the return of same, charges paid; and right here is where the deposit is of value, because after charging a sufficient amount of the deposits to freight and express in procuring the repairs, there ought to be enough left to pay for the return of same, and thus the dealer is not a loser, whereas if he had not protected himself, his loss would have been much greater and the chances are he could not have persuaded the manufacturer to allow the return of the casting if he had not offered to pay the return charges.

Joseph Holman, 34th Battalion, and an employee of the McClary Mfg. Co., London, was killed in action at the front recently. Jas. Faulkner and M. Fox, other employees, figured in recent casualty lists, the former was killed and the latter wounded.

Remington U. M. C. of Canada, Ltd., with a stock of \$25,000 and head office at Windsor, Ont., has been incorporated to make and deal in firearms and ammunition and to take over the Canadian business of the Remington Arms-Union Metallic Cartridge Co.

Pneumatic Water Systems for Rural Communities

This article shows dealers the advantages of recommending that water systems be installed in rural residences, on the farm or in villages, the system depending on whether it is thought best to have electric, gasoline or hand-power for a particular installation.

FARM and rural homes and summer cottages are now being constructed with many conveniences enjoyed by those living in the larger centres of population. Dealers who supply hardware for the construction of such buildings should be familiar with these conveniences, which should include a modern water supply system. The advantages of such systems for use in the country or in villages where waterworks connection is not available are many. Some of them are indicated below.

Many farm houses are now designed with a fully-equipped bathroom, kitchen sink, etc. This has been made possible by installing a good water supply system, operated either by hand, by electricity, or by gasoline engine.

Any of these systems is simple in operation and can be operated at a low cost. Manufacturers will be glad to supply literature to dealers who wish to investigate the merits of the various systems on the market.

Provides Fire Protection

One very important advantage which a dealer or buyer should note is the fact that it will provide fire protection, not only for a house itself, but for any other buildings near-by. This is a feature which makes it worth the whole cost of installation, apart from the convenience of having water available at the bath room taps and kitchen sinks. Different pressures may be obtained, depending on the height to which the water must be raised. Having hot and cold water on tap saves time in washing dishes, heating water for washing, and for bath purposes. In the barn, water under pressure means time saved watering the stock, mixing feed, and washing the buggy.

A hand system requires to be operated only a few minutes each day to maintain a working pressure of forty pounds. Such installations may be made in any locality.

Gasoline Engine and Motor Operated Systems

The gasoline engine operated system may also be used anywhere. This has the added advantage of giving a service not only for the various fixtures in the house, but also for lawn and garden watering, carriage washing, washing windows, etc. This is very important on farms and in rural communities.

In country districts served by electricity, such as Western Ontario, where the hydro-electric lines spread out from Niagara in a web, electric operated systems will be found to be very suitable. These may be used for both pressure and open tank work, and designs may be obtained which are automatic in operation. For pressure tanks the automatic switch is set to start the motor when the consumption of water has lowered the pressure to twenty pounds and to stop it when the pressure has risen to forty pounds. For open tank work the float may be set to stop and start at any desired level of the tank.

Such water supply systems are such an advantage and give so many comforts that dealers should recommend their installation wherever they have an opportunity of doing so.

Water Supply Systems

A hand-operated water system for the ordinary family where water for domestic use only is required, provides an exceedingly satisfactory service. A pressure ranging up to 50 pounds may easily be obtained, and a few minutes pumping each day will provide an ample supply of water.

Electrically-operated pumps are, of course, the most desirable form of equipment, and may be used wherever electric current is available. They are automatically controlled by an extremely simple diaphragm switch, which starts the pump when the pressure in the tank drops to a predetermined minimum, or, in other words, when a certain quantity of water has been drawn, and stops it automatically when the maximum pressure has again been reached.

Some of these pumps have a capacity of 125 gallons per hour, and will easily take care of the domestic requirements of a house containing a dozen people. They are operated by $\frac{1}{8}$ h.p. motor, the current required for which will not exceed that used by an ordinary 16 candle power carbon lamp. It delivers 40 pounds pressure, and needs no attention whatever beyond an occasional drop of oil.

These pumps are also used for pumping into existing open tanks, and when so required are automatically controlled by a float switch in the latter.

One type of water system, operated by a gasoline engine, is sold in sizes ranging from that capable of supplying the smallest cottage to one having a capacity capable of taking care of the needs of a town of 10,000 people.

Gasoline-engine operated plants are arranged to cease operation automatically at a predetermined maximum pressure, but the engine must be started manually whenever it is required.

The system includes the installation of an air-tight tank, which is usually located in the basement. To the bottom of the tank are connected two pipes, one to convey water from the pump to the tank and the other from the tank to the plumbing fixtures in the buildings. Such an arrangement constitutes a pneumatic water system.

As the water is forced into the bottom of the tank and begins to displace some of the air, the latter is compressed, and if a tap were opened in the basement all of the water in the tank would be forced out by the compressed air, which again expands to normal volume.

For each pound of pressure indicated by the gauge the water can be forced up through a vertical pipe to a height of 27 ins. Therefore, 60 lbs. pressure will elevate water 135 ft. above the tank, so that while all

the water would be discharged from a basement tap, a somewhat less amount would be discharged from the fixtures at a greater elevation.

The Air Supply

This tank is air-tight, so that there is little or no loss. If it is required to supply air to the tank, however, there are three methods which may be used, viz.: The placing at a convenient point on the pump or the section line of the air intake valve. The second method is the use of a small air compressing cylinder, the piston of which is connected through a packing gland of the water piston of the pump. This system, some manufacturers of water systems state, is unsatis-

factory. The third method is used only in large installations and requires a separate air compressor driven by power.

Advantages of the Air Tank Basement Tank

In the closed tank any amount of water may be stored, the tank resting on a solid foundation underground or in the basement. Thus located, the water is cool in summer and free from frost in winter. Also, the water is aerated by having air pressed into it.

Another advantage is the fact that will provide fire protection where a town or city waterworks connection is not available. This is a feature referred to in the article on the advantages of such a system.

Lining a Water Trough—A Lesson in Metal Work

By A. F. MULLER

THE average farmer throughout the country uses a wooden trough to water his stock and, excepting it is a new trough, he is always troubled more or less with leaks that keep the ground around the trough in a muddy condition. A wooden trough must always be kept full of water or the wood will crack. They are of various sizes, from 8 to 16 feet long, 10 to 24 inches deep and 12 to 24 inches wide on top. Fig. 1. is a general view of a wide and deep trough, but of short length. This is to be lined with number 26 or 24 galvanized iron in a thorough and satisfactory manner but in such a way that it will be cheaper for the farmer to have it lined rather than to buy a new wooden trough.

Lay off on a sheet of galvanized iron, as in Fig. 2, the end of the trough on the inside, and to the top add the nailing lap n , which is nearly as wide as the thick-

ness of the planks. To the sides and the bottom add e, e', e'' about 3 inches wide. Form at right angles the last three additions and bend the laps o' and c on the lines $f-g$ to go on the outsides of e and e' . The pieces s may be cut away, as they are not necessary. Set the ends in the trough and fasten them there with a few small nails, as shown at D in Fig. 1.

In Fig. 3, on a sheet of iron, lay off a nailing lap and from this line the width of the side which will locate the bending line for the corner of the side and the bottom. Make the length of the sheet about three-quarters of an inch shorter than the side, when the trough is short, and lay off the blind nailing edges G', G'' and G , which form about as E in Fig. 5. When the sheet is wide enough to form the side and half of the bottom, then the opposite sheet is left flat on the G'' edge. Place the latter sheet in the trough and nail it

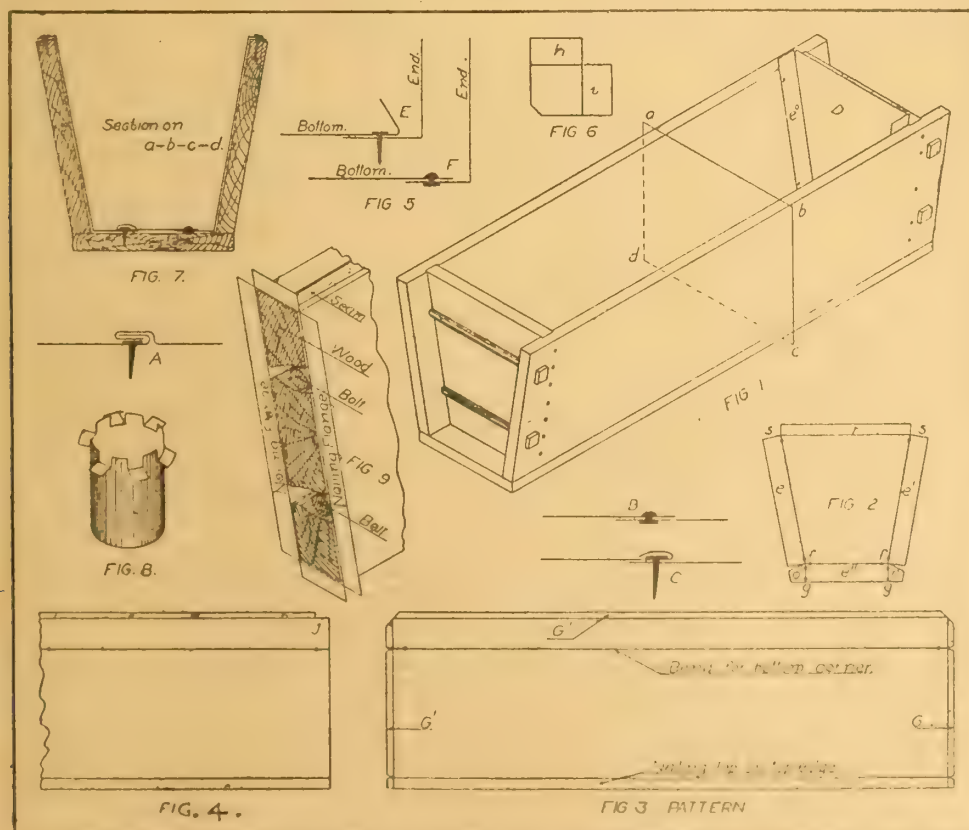


Diagram showing how to line a watering trough.

in firmly under the lock as is shown at E in Fig. 5 and then mallet down the lock as in the cross-section C. Set in the other side and part bottom and nail this as described above every $1\frac{1}{2}$ to 2 inches and mallet down the locks. First, however, before putting in the second sheet make a tube $1\frac{1}{2}$ inches in diameter and 4 inches long and notch one end of it every half inch and half an inch deep. Turn every other piece at right angles to the tube, as shown in Fig. 8, and pass the straight pieces through a hole cut in the centre of the half bottom at one end of the trough that has been marked from the drain hole in the trough, and then turn the pieces against the bottom so they lie smoothly and thoroughly solder the tube to the bottom. Particular care should be taken that the tube is round and that there are no projecting edges to prevent the easy plugging of the opening.

With a mallet turn down the nailing laps and nail them with nails 2 inches apart, using as large nails as the wood will take without splitting it. At the corners there will be openings and in Fig. 6 is an enlarged view of a piece that is used to fill out these corners. The parts h and i are slipped under the nailing laps and then nailed.

The seams are now thoroughly soldered and the trough is ready for use.

When the length of the trough requires more than the length of one sheet of iron, then the first piece put in on each side is notched as at j in Fig. 4 so that the other sheet can be lapped on to it.

The seam shown at A has sometimes been used, but there is too much strain on the solder when the trough is full and experience has shown that it should not be used. Not that it will break on every trough, but that the breaks have been so frequent, particularly in the side seams, that it does not pay to run the risk of a leaky trough by using it.

Sometimes the linings are made with riveted seams, and as the troughs are never straight it is a difficult matter to line them by taking measurements. The pieces are laid out in the same way as described above and a row of holes punched on the edges of all those pieces that are put on top of other pieces. The pieces are then temporarily fastened in the trough by nailing and the holes marked on the under pieces. They are then removed, the marked holes punched and the pieces riveted together with the riveted or buttoned end of the rivets on the inside of the lining, for if they were on the outside they would project too much and keep the lining from dropping into its place in the trough. Sections of these seams are shown at F in Fig. 5 and at B in Fig. 7.

Fig. 7 is a section on a-b-c-d and shows a middle piece in the bottom which can be placed either on top of the extensions of the sides or underneath.

In large troughs it is necessary to have a partition that does not quite go to the bottom and here must also be located a couple of rods to keep the trough from spreading. In a lined trough they are put in the partition, as shown in Fig. 9. Pieces of the partition are sawn or split out to leave room for the bolts and the wood is covered with a blind seam on top and flanges for blind seams on the ends. After the lining has been finished the partition is put into place, the rods drawn tight and the flanges blind nailed and soldered.

Care should be taken that no seams are on the ends, as this would necessitate standing the trough on end to solder these seams.—Hardware Age.

If you've got anything to do, get busy.

Dad's Monthly Letter to Jim in the Store : : : *By Edward Dreier*

Jim, did you ever realize the power of a pleasant smile? It's tremendous. Smiles change the lives of people. They sink into a nature and remain there for years. Let me tell you a little story of a woman who smiled.

This woman moved into a little Western Ontario town from a big city over in the States. She didn't know anyone. But this woman had a wonderful personality and it wasn't long until people found out that she was in the town. They found out who she was and many of them spoke to her. And she smiled back at them. She smiled a good morning or a good night at the baker boy and the market boy—and she smiled a "good day" at everyone she met. Her face was a veritable ray of sunshine always.

A year or more after, this woman passed into the Great Beyond—it all happened very suddenly. So they took her back to the city from where she came. And, Jim, the night they took that woman away, her entire street was lined with people. There were truck drivers and coal heavers crying as if their hearts would break. Women almost went hysterical. The local florist said that never in the history of that town had so many flowers been purchased for anyone.

Just one year, Jim—a year of bright smiles made for that woman more friends than anyone else there had. Take this lesson to yourself in your work there. Have a cheery smile for everyone. Smile on children—they'll be men and women soon. Smile on the old—for they can only have your smiles a little longer. Smile, smile, always—just a good, honest and sincere smile right out from the bottom of your heart.

You'll find, Jim, that the patrons of the store will look to you for that smile. Perhaps a smile may put courage into someone who has had business reverses, who can tell. Put a smile into your work from morning until night and you will find that the work is awful easy—and you'll find, son, that your work will be better. There's a lot of satisfaction in that, isn't there?

Try it on the next one who comes in the door after you read this letter and keep on trying it on everyone who comes into contact with you. Just a little, cheery smile for a good morning or a good night—and a heart reflects your smile.

Merrily,

YOUR DAD.

VACUUM CLEANERS MUST BE LICENSED

The Onward Mfg. Co., Berlin, Ont., announce that they are now making and selling their "Eureka" vacuum cleaner in Canada, under a license granted them by the owners of the Booth-Kenny patent. These patentees were recently granted an injunction against another maker of an electric cleaner because of infringement of patent, and other prosecutions are said to be contemplated. Dealers of vacuum cleaners throughout Canada have been warned that all vacuum cleaners sold must be licensed under Canadian patents of July 8, 1902 (76595) and March 17, 1903, (79641), the U. S. patent number being of no use in the Dominion.

Dealers who are selling vacuum cleaners should see that the machines they are selling are properly licensed, as, it is understood, some legal risk is involved in selling machines not protected by patent license.

Efficiency an Essential in Getting More Business

Methods that the retailer should use to get more business pointed out at annual convention of Manitoba merchants.

By A. L. STRUTHERS

IT is preparation along many lines that wins increased business. The European armies do not put many men in the field without seeing that the thousand and one things necessary to support the men are attended to as perfectly as it is in their power to do.

Now what have you got to get more business with? You have a store, a stock, some clerks, a wagon or car, the mails, a telephone, the manufacturers' catalogue, the store equipment, such as racks, a cash register and so on—and best of all you have your own personality.

First the store; Common sense would tell you that it should be in a popular location. Do not fear that a fresh coat of paint will drive away customers. Put in an extra window if the store is dark. Sunshine in the store is a necessity.

Advertising by Means of Wagon

The Wagon or Car: How many of you advertise a special line on a big cardboard fastened onto the side of your wagon or car? How many travel around in the car throughout the neighborhood to get acquainted with the customers?

The Mail: A dealer in a village a hundred miles west of here complained that the circularizing he did brought no results. When I examined a sample circular I found it done by an old stencil machine on miserable looking paper, and the man's name was not put at the top of the letter. It was not made personal enough. To beat the long arm of distant competitors, you must put in that personal touch which they cannot do. This work must be regular instead of spasmodic.

Make Full Use of Telephone

The Telephone: If you have ten minutes leisure during the day use that in calling up some customer to acquaint them with some line you have just received—and which he would be glad to inspect. Make the telephone pay for itself.

The Newspaper: If you treat your newspaper liberally and courteously, there are many ways in which it can send business your way, aside from what its advertising will bring. You cannot do without the assistance of your newspaper, but avoid advertising which does not give the price, always. You cannot afford general

publicity, let your manufacturer stand for that. The tin signs and painted boards at the road corners represent a great waste of money, unless specific prices are stated.

Handling the Clerks

Clerks: Many a proprietor would not get business from the people in his community if it were not for some smart clerk on his pay roll. Did you ever analyze the reason for this? The clerk who is an asset draws people to the store by his excellent service, his definite knowledge of the goods and his friendliness. The clerk who is a liability sends people away from the store by his lack of a desire to be of service, by his ignorance of the goods and by his indifference when dealing with the customers. When he addresses them over the 'phone his tones are not pleasing, but half-dead, and he does not show a disposition to "put himself out" for their sakes.

You are the teacher of your employees, whether you know it or not. They get their cue from you. Avoid waiting until after they have made the mistake—teach them the right thing to say and do before they nearly make it. Have conferences with them regularly. Instruct them as to how to handle "uncertain" customers. Avoid scolding them for rubbing the customers the wrong way, after the damage has been done. Teach the clerks your own principles and policies of handling complaints, regarding deliveries and the rules of allowing credit. Be forehanded in this rather than too late.

No one of these things brings much more business, but attention to every one of them is what is meant by being prepared.

The Independent Paint and Varnish Co., of Canada, Ltd., Montreal, has been incorporated with a capital of \$200,000.

Dan Cinnaman, the Lindsay hardware dealer, presided at the recent corner-stone laying ceremonies of the new Dominion arsenal, in his town.

The capital stock of the Consolidated Plate Glass Co., of Canada, Ltd., has been increased from \$250,000 to \$500,000.

MAKE USE OF PARCEL POST AND STAGE DURING HARVEST

DURING the harvest season the farmer frequently finds it difficult to get into town to make purchases of goods he desires. The merchant in the country town would do well therefore to call country customers' attention to the facilities offered by the parcel post system now in operation, as well as the local stage that runs in many districts, for having goods he desires, laid right down at his home at small cost.

Many country retailers are already making good use of parcel post in this way. A 1-lb. parcel can be sent within 20 miles where there is rural mail delivery, for 5 cents, a 2-lb. parcel for 6 cents, and so on up to 11 lb. for 22 cents.

Interesting Legal Questions

BY M. L. HAYWARD, B.C.L.

AUTHORITY OF A COMMERCIAL TRAVELLER TO COLLECT ACCOUNTS

Suppose a commercial traveller takes an order from a merchant for goods, in the usual way, and (without the authority of his employer) collects the money for the goods and loses it in a poker game, which commercial travellers have been known to do. In such a case will the merchant have to pay the amount again or will the payment to the traveller relieve him?

It is a well recognized principle of the law of agency that an agent can only bind his principal when acting within the scope of his authority, and the courts have decided that "authority from a principal to an agent to do a specified act is limited to that act, and does not empower the agent to bind his principal to an act securing essentially different rights and imposing essentially different obligations."

Acting on this principle, the courts have held generally, both in England, Canada and the United States, that when a travelling salesman merely solicits orders for the goods which are not in his possession, he has no implied authority to receive payment, and that without proof of such authority payment to him does not discharge the debt.

On the other hand, however, it is well settled that if the salesman has the possession of the goods sold, that gives him implied authority to receive payment, and a payment to him is sufficient whether he hands it over to the house or not.

* * *

STOPPAGE "IN TRANSIT"

On a sale of goods the seller naturally relies on the financial responsibility of the buyer and looks to him for the price, but the seller has certain rights which he may exercise against the goods themselves under certain circumstances. For instance, as long as the seller retains possession of the goods he has under certain circumstances a lien thereon for the price, and even if the goods have been shipped to the buyer, the seller may, if the buyer becomes insolvent, exercise what is called the right of "stoppage in transit," and repossess the goods from the carrier in whose possession they are, provided, however, that the "transit" has not ended.

A New Brunswick Case

The New Brunswick case of Mollison vs. Lochart is an interesting one as showing when the "transit" is ended so as to defeat the right of the buyer to retake possession of the goods. In this case one Ferguson, of Sussex, in the County of Kings, came to St. John; purchased goods from Mollison, which were shipped to Ferguson at Sussex by the Intercolonial Railway; the goods reached Sussex on the 12th day of June, and were put in the freight shed by the employes. On the same day Ferguson, who was still in St. John, showed the invoice of these goods to Lochart, and agreed to ship the goods from Sussex to St. John to one Howe, who was given warehouse receipts, and hold them as security for Ferguson's indebtedness to Lochart. Ferguson then wired the I.C.R. agent at Sussex to consign the goods to Howe; the agent marked off Ferguson's name; placed Howe's name in its place, and shipped the goods to Howe at St. John.

When the goods arrived at St. John, but before delivery to Howe, Mollison found that Ferguson was insolvent; exercised the right of "stoppage in transit" and took possession of the goods.

Court Held that Transit Ended with Re-Addressing of Goods

The question then was whether the "transit" had ended; and the Supreme Court of New Brunswick decided that it had, and that Mollison's right of stoppage was lost.

"The goods were in the hands of the Intercolonial Railway as carriers," said the Court, "not by reason either of the terms of the contract between the vendor, and the purchaser, or of the directions of the purchaser to the vendor, or of the terms of the original carriage, but by reason of fresh directions given by Ferguson, the purchaser, to Robertson, the station agent, for a new transit; and in such cases the right to stop is gone. The original marks on the package were obliterated and new marks put on in the carrying out of Ferguson's directions, and by his direction there was a new consignor and a new consignee and a new contract of carriage, involving new rights and obligations, and a new act of carriage; all of them distinct from the original contract of carriage and the transit under it; and this, in our opinion, amounts as much to a constructive delivery to Ferguson and an end of the transit, as if the Intercolonial Railway had by a new arrangement, agreed to hold the goods as warehousemen, or as if Ferguson had directed Robertson to forward them to him from Sussex onward by a different mode of conveyance, and he had done so. The act of Robertson in the matter was the act of Ferguson, as unequivocally as if Ferguson had been there doing it himself. Nothing in the original contract of carriage would have warranted such a dealing with the goods as sending them back from Sussex to St. John; and this act of dominion over them was an act done in compliance with Ferguson's directions, and it is inconsistent with the continuance of the original contract. The railway ceased to be a forwarding agent under the original transit; the destination of the goods as between the buyer and seller was brought to an end when Robertson acted on Ferguson's telegram, and there was a fresh transit, not from the seller to the buyer, but from or by the buyer."

"You American girls have not such healthy complexions as we have," said the English beauty. "I cannot understand why our noblemen take a fancy to your white faces."

"It isn't our white faces that attract them, my dear," said the heiress. "It's our greenbacks."

HOW YOU CAN HELP TO MAKE THINGS HUM

Now and Always

Keep the store alive by changing things around.
Clear out the dead stock.
Smile on the kid customers.
Be promptly on the job.
Save paper, paper bags and twine.
Welcome new customers.
Be cordial to old ones.
Sell something that wasn't on her list.
Don't neglect the show window.
Re-arrange displays in spare moments.
Suggest any new ideas that occur to you to the boss.
Give your undivided attention to business while in the store.

"Steel Grip" Painter's Brushes

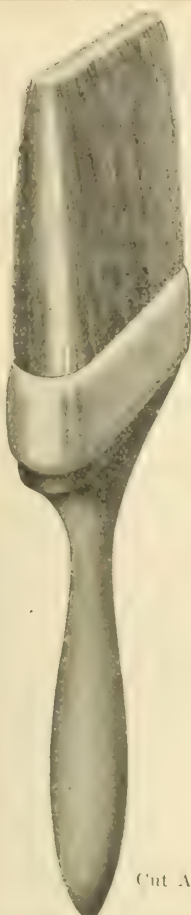
To properly and evenly spread paint or varnish it is necessary to have a Brush constructed so that the Bristles converge to the centre, as shown in cut A. This produces an elastic and resilient action—a feature demanded by the best practical painters, who know from long experience the advantage of using this type of Brush.

This result can only be obtained in the swell or oval-faced compressed "STEEL GRIP" ferrule construction (Patented 1910), which entirely overcomes the spreading of Bristles which is more or less found in Brushes made with a straight or flat-sided ferrule (see cut B) and also is often exaggerated by manufacturers to give the Brush the appearance of size with a less amount of Bristles. Besides, by compressing the ferrules, the Bristles are so firmly gripped that it is impossible for them to come out.

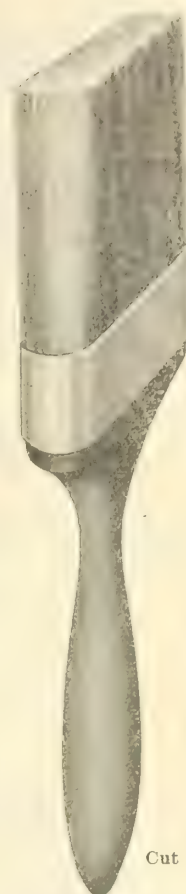
"STEEL GRIP" Brushes are most economical to use, as on account of their high quality and general efficiency, they give long and satisfactory wear.

The Boeckh Bros. Company, Ltd.

TORONTO, CANADA



Cut A



Cut B




\$3.00
Express
Paid

CANADIAN STORAGE AND TRANSFER DIRECTORY

A Directory of the Warehousing and Cartage firms in Canada, the United States and Great Britain, showing all storage and distributing facilities, also manufacturers and importers of merchandise suitable for warehousing.

STORAGE RATE GUIDE

CANADIAN CUSTOMS REGULATIONS

Manufacturers and Shippers will find this work of great service.  Handsomely bound in Brown Buckram, with titles die-stamped in gold.

THE COMMERCIAL PRESS, LIMITED

32 COLBORNE STREET, TORONTO

Canadian Trade News

The Machinery Mfg. Co.'s annual employees picnic was held at Pt. Stuyvesant on July 15.

Ole Arnason, dealer in hardware at Neville, Sask., has sold his business to Prouse & Ather.

The Ottawa Paint Works, Ltd., with a capital of \$250,000, has been incorporated to take over the Ottawa Paint Works and the Ottawa Varnish Co.

The munitions plant of the Brown-Boggs Co., Ltd., at Hamilton, was destroyed by fire recently.

Edward Cavanagh, founder of the E. Cavanagh Co., Ltd., hardware dealers, Montreal, and for 30 years in the business, died there recently.

W. J. Chambers, for 18 years with the Sherwin-Williams Co., has been promoted Eastern manager of the manufacturers' sales department.

The Metals Coating Co., of Canada, Ltd., St. John's, Que., has been incorporated with a capital of \$200,000 to use and exploit the Schoop process of metallic deposition.

Mark Dumond's hardware store was burned in a recent fire which swept over the business section of Ashcroft, B. C.

Major Bartlett McLennan, director of the Montreal Rolling Mills, and president of the Montreal Transportation Co., and the Williams Manufacturing Co., is reported wounded at the front.

The Winnipeg Paint and Glass Company's six-storey factory and warehouse building on Notre Dame Ave., just off Main St., Fort Rouge, was destroyed by fire recently, at a loss of \$100,000. The building was insured

and rebuilding operations will be commenced right away.

James Fair, sales manager of Wood, Vallance, Ltd., Winnipeg, was a recent visitor to Toronto and Hamilton; and D. W. Groves, manager of the hardware department of the Regina Trading Co., spent his holidays in Toronto.

The Canada Broom & Brush Co., Ltd., Ridgetown, Ont., has received an Ontario charter to manufacture brooms, brushes and woodenware. The capital is \$15,000, and the provisional directors are A. F. Holden, A. V. Farnsworth and J. M. Sheldon, all of Ridgetown.

MARITIME WHOLESALE HARDWAREMEN MEET

The annual meeting of the Maritime Wholesale Hardware Association was held last month at Yarmouth, N. S. One of the features of the business session was a series of addresses by manufacturers' representatives, who had come at the invitation of the executive to give the members information regarding market and producing conditions in their respective products. These included: James Pender, of James Pender & Co., St. John; Mr. Dingie, of Henry Disston & Sons; Ralph Blakeney, of Brandram-Henderson, Ltd.; Mr. Walsh, of the Martin-Senour Co.; Mr. Ferrie, of Sargent & Co.; Mr. Hewson, of the Eagle Lock Co.; J. Wilford Campbell, of Campbell Bros., St. John; Mr. Huestis, of the Mann Axe & Tool Co.

The election of officers resulted as follows:—President, Major R. B. Simmonds, Halifax; Vice-President, W. H. Emerson, St. John. Nova Scotia Executive, M. O. Crowell, Halifax; George J. Metzler, Halifax; A. W. Morton, Halifax. New Brunswick Executive, John Neill, Fredericton; J. F. Tilton, St. John; W. G. Stratton, St. John.

DEMAND FOR HARDWARE IN INDIA

Large hardware dealers in Calcutta, supplying the planters, carry in stock many articles now imported from Great Britain and the United States, some of which might be secured from Canada. Large quantities of annealed-wire, barbed-wire and woven-wire fencing are used, chiefly by railroads, planters and Government departments. This wire in normal times has come from England, but since the outbreak of war both Canadian and United States wire have entered the market. Agricultural tools, such as sickles, bill hooks, digging forks and shovels are used in limited quantities and are imported chiefly from Great Britain.

A great market for lanterns amounting annually to \$1,300,000, exists in India for lamps and lanterns. One United States firm now does nearly one-half of the business, selling tin lanterns in normal times at \$4.36 per dozen, brassed lanterns at \$5.04 per dozen wholesale.

BRITISH PROHIBITED IMPORTS

The following articles handled by the hardware trade are taken from the revised list of articles the importation of which into Great Britain is prohibited or restricted:—

Aluminum manufactures, baskets and basketware, metal baths, stoves and ranges, brooms, brushes, carpet sweepers, cash registers, cotton and linen rags, cutlery, hollow-ware, general hardware, lawn mowers, matches, wringers and mangles.



Imperial Oil Co.'s new building at Church and Court Sts., Toronto.

Saturday Afternoon Holiday for Hardware Trade

A movement is on foot in Toronto to make general among the retail hardware trade of that city the Saturday afternoon holiday. The success that is being met with the Wednesday afternoon holiday this summer has given heart to some of the dealers and many of the city travelling salesmen to work for a change from Wednesday to Saturday afternoon, and make a holiday worth while. If the idea takes root and bears fruit it is felt in some quarters that the holiday could be extended the year round.

Those in favor of the movement say that the stores could close at one o'clock Saturday just as well as Wednesday without any great inconvenience, and as no perishable goods are carried the buying of articles in hardware stores earlier in the day would make no hardship. It would besides give clerks a holiday enabling them to go out of town for a day when many of their friends working in factories and wholesale houses are holidaying.

The larger retail stores have adopted the Saturday afternoon holiday idea, and some hardware dealers and travellers feel that an attempt at least should be made to make the Saturday afternoon holiday more general.

It Is Law in Vancouver

By an overwhelming majority the citizens of Vancouver, New Westminster and Victoria declared in favor of a Saturday half-holiday for retail store clerks, and beginning July 1, the new rule took effect. Doubtless other cities and towns in the province will take advantage of the legislation later on.

There is a growing opinion that the weekly pay day, which in many industries now occurs on Saturday, night, with advantage to all concerned, be changed to another day in the week. It is pointed out that the latest shopping night in the week will in future be changed from Saturday to Friday, also that if the present custom of paying on Saturday continues, the pay envelope of working men will not be in their hands until about the same hour that the stores close for the week, and that consequently the week-end shopping of the working class portion of the population will have to be done another day.

One Firm Charters Steamer

Canadian Hardware Journal's correspondent at Vancouver says of this compulsory closing law, which is effective in the three large Coast cities, that "many of the stores remain open Friday nights, and many industries have changed their pay day to Friday. The balance of the cities and towns of the province may vote for Wednesday or any other day they choose and the Legislature will recognize their choice and make it compulsory for all. One large store charts a steamer every Saturday and absorbs part of the expense to get their employes out of town. The matter is working out fine, the majority in favor of Saturday afternoon closing being overwhelming."

A skilled salesman no more thinks of attempting to sell his goods until he knows what the prospect wants them for, than a doctor does of prescribing for a patient until he knows the disease he is to treat.



Gasolene Makes the Auto Go—It Also Makes It Stop

No animal or machine will go unless it's fed—and the modern automobile has quite an appetite. Perhaps it would be better to call it a thirst—but some people might object to that. So pretty regularly the motorist has to buy gasoline, and he always prefers to buy it at a

BOWSER
ESTABLISHED 1885

"RED SENTRY" FILLING STATION

There's a vacant spot in front of your store which might well be occupied by the "delivery" end of the Bowser System. Get the automobilists to stop for gas, and they'll come again to buy supplies for their machines and for the things they need around the house.

The average owner of a Bowser outfit turns his gasoline stock over about 50 times per year. You wouldn't wait long to buy a "show case" for any other line in your store on which you could turn your money over that rapidly—why hesitate about installing a Bowser?

The "Red Sentry" equipment illustrated above is only one of many self-measuring pumps and storage systems we manufacture. We make outfits for handling kerosene, paint, lubricating and volatile oils of all kinds and a request for descriptive matter and information concerning anything along this line won't obligate you in the least.

S. F. Bowser & Company

INC.

TORONTO, ONT.

Sales Offices All Centres.

Representatives Everywhere.

BUYERS' DIRECTORY

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If you do not see here what you want drop a card to
Canadian Hardware Journal, 32 Colborne St., Toronto

ABRASIVE WHEELS

Taylor-Forbes Co., Guelph.

ADVERTISING SIGNS—Metal
McClary Mfg. Co., London.
Thos. Davidson Mfg. Co., Montreal.

ALABASTINE

The Alabastine Co., Paris, Ont.

ALUMINUM

Northern Aluminum Co., Toronto.

ALUMINUM WARE

McClary Mfg. Co., London.
Northern Aluminum Co., Toronto.
Sheet Metal Products Co., Toronto.

AMMUNITION

Dominion Cartridge Co., Montreal.
Remington U.M.C. Co., Windsor.

ANVILS

Taylor-Forbes Co., Guelph.

ASH OANS

Thos. Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
E. T. Wright Co., Ltd., Hamilton.

ASH SIFTERS

Burrows Mfg. Co., Toronto.
Wm. Cane & Sons Co., Newmarket.
Soren Bros., Toronto, Ont.
Thomas Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.
E. T. Wright Co., Ltd., Hamilton.

AUGERS—Post Hole

Taylor-Forbes Co., Guelph.
Otterville Mfg. Co., Otterville, Ont.

AUTOMOBILE ACCESSORIES

Kuhn-Anderton Mfg. Co., Port Hope.
Kinsinger & Bruce Co., Niagara Falls.
McKinnon Dash Co., St. Catharines.

AXES

James Smart Mfg. Co., Brockville.
Welland Vale Mfg. Co., St. Catharines.

AXE WEDGES

Taylor-Forbes Co., Guelph.

AXLE PULLEYS

Taylor-Forbes Co., Guelph.

BAEBITT METAL

Canada Metal Co., Toronto.

BAGS AND SACKS

Seythes & Co., Toronto.

BAKE AND PASTRY BOARDS

Wm. Cane & Son, Newmarket.
Stratford Mfg. Co., Stratford.
Meakins & Sons, Ltd., Hamilton.
Taylor-Forbes Co., Guelph.

BALE TIES

Laidlaw Bale-Tie Co., Hamilton.
Stanley Works, New Britain, Conn.

BAEN DOOR ANGEES

Canada Steel Gro. Co., Hamilton.
Taylor-Forbes Co., Guelph.

Chicago Spring Butt Co., Chicago.
E. T. Wright Co., Ltd., Hamilton.

BAES AND SHUTTERS

Canadian Yale & Towne, Ltd., St. Catharines.

BASKETS—Clothes

Meakins & Sons, Hamilton.

BATH PLUGS

The Goodyear Tire & Rubber Co., of Canada, Limited, Toronto.

BATHROOM FITTINGS

Gendron Mfg. Co., Toronto.
Kinsinger & Bruce, Niagara Falls.
Canada Metal Co., Toronto.

James Morrison Brass Mfg. Co., Toronto.

BELLS—Ship-gong Bells and Pulls
James Morrison Brass Mfg. Co., Toronto.

BELLS—Farm

Taylor-Forbes Co., Guelph.
Exeter Mfg. Co., Exeter.

BELTING—Cotton Duck

Dominion Belting Co., Hamilton.

BELTING—Rubber

Gutta Percha & Rubber Ltd., Toronto.
Sadler & Haworth, Montreal.

BIRD CAGES

Thos. Davidson Mfg. Co., Montreal.
E. T. Wright Co., Ltd., Hamilton.

BITS

McKinnon Dash Co., St. Catharines.

BOILERS—Kitchen Range

Canada Metal Co., Toronto.
James Morrison Brass Mfg. Co., Toronto.

McClary Mfg. Co., London.
Gurney Foundry Co., Toronto.
Thos. Davidson Mfg. Co., Montreal.

BOILERS AND RADIATORS

Clare Bros. & Co., Preston.
Gurney Foundry Co., Toronto.
Pease Foundry Co., Toronto.

Taylor-Forbes Co., Guelph.

BOLTS AND NUTS

Steel Co. of Canada, Ltd., Hamilton.

BOX HINGES AND STRAPPING
Stanley Works, New Britain, Conn.

BRACES AND BITS

E. C. Atkins & Co., Hamilton.
Stanley Rule & Level Co., New Britain, Conn.

North Bros. Mfg. Co., Philadelphia.

BRACKETS—Shelf

Stanley Works, New Britain, Conn.
Taylor-Forbes Co., Guelph.

BRASS GOODS

Canada Metal Co., Toronto.
Jas. Morrison Brass Mfg. Co., Toronto.

Kinsinger, Bruce & Co., Niagara Falls.

BREAST DRILLS

North Bros., Philadelphia.
Stanley Rule & Level Co., New Britain, Conn.

BRUSHES

Boeckh Bros. Co., Toronto.
Meakins & Sons, Hamilton.

BUELAPS

Seythes & Co., Toronto.

BUILDERS' HARDWARE

Stanley Works, New Britain, Conn.
James Smart Mfg. Co., Brockville.
Hamilton Stove & Heater Co., Hamilton.

Bommer Brothers, New York.
Taylor-Forbes Co., Guelph.
Canadian Yale & Towne, Ltd., St. Catharines.

Chicago Spring Butt Co., Chicago.
Springer Lock Mfg. Co., Belleville.

BURNERS

Ontario Lantern & Lamp Co., Hamilton.

James Morrison Brass Mfg. Co., Toronto.

BUTCHER KNIVES

Taylor-Forbes Co., Guelph.

BUTTS—Spring

Bommer Bros., Brooklyn, N.Y.
Stanley Works, New Britain, Conn.
Chicago Spring Butt Co., Chicago.

Taylor-Forbes Co., Guelph.

BUTTS AND HINGES

Chicago Spring Butt Co., Chicago.
Taylor-Forbes Co., Guelph.

CAMP STOOLS AND CHAIRS

Stratford Mfg. Co., Stratford.
McKinnon Dash Co., St. Catharines.

Otterville Mfg. Co., Otterville.

CAMP STOVES

Thos. Davidson Mfg. Co., Montreal.
McClary Mfg. Co., London.
James Stewart Mfg. Co., Woodstock.

OANS—Milk

McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
Thos. Davidson Mfg. Co., Montreal.

CARBON LAMPS
Canadian Tungsten Lamp Co., Hamilton.

CARPENTERS' CLAMPS

Taylor-Forbes Co., Guelph.

CARRIAGE HEATERS

Chicago Flexible Shaft Co., Chicago.

CARTRIDGES—Metallic

Remington Arms—Union Metallic Cartridge Co., Windsor.
Dominion Cartridge Co., Montreal.

CASEMENT ADJUSTERS

Canadian Yale & Towne, Ltd., St. Catharines.

CATTLE LEADERS

Taylor-Forbes Co., Guelph.

CHAIN BOLTS

Taylor-Forbes Co., Guelph.

Stanley Works, New Britain, Conn.

CHAIR LADDERS

Taylor-Forbes Co., Guelph.

Otterville Mfg. Co., Otterville.

Stratford Mfg. Co., Stratford.

CHAIN—Brass & Copper

James Morrison Brass Mfg. Co., Toronto.

CHAINS—Steel

Steel Co. of Canada, Hamilton.
B. Greening Wire Co., Hamilton.

CHALK

A. Ramsay & Son Co., Montreal.
Sanderson Peasey & Co., Toronto.

CHURNS—Barrel or Revolving
Beatty Bros., Fergus, Ont.
J. H. Connor & Sons, Ottawa.
Cummer-Dowdell Co., Hamilton.

Maxwells, Ltd., St. Mary's.

CLAMPS

Taylor-Forbes Co., Guelph.
National Machinery & Supply Co., Hamilton.

Henry Disston & Sons, Toronto.

CLOCKS

Western Clock Mfg. Co., La Salle, Ill.

CLOTHES DRIERS

James Smart Mfg. Co., Brockville.
Stratford Mfg. Co., Stratford.

Taylor-Forbes Co., Guelph.

CLOTHES LINE PULLEYS

Taylor-Forbes Co., Guelph.

CLOTHES MANGLES

Cummer-Dowdell, Ltd., Hamilton.
Maxwell's, Ltd., St. Mary's.

Taylor-Forbes Co., Guelph.

CLOTHES BARS AND RACK

Wm. Cane & Son, Newmarket.
McFarlane Ladder Works, Toronto.

Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

CLOTHES LINE PROPS

Otterville Mfg. Co., Otterville.

CLOTHES LINE WIRE

Steel Co. of Canada, Ltd., Hamilton.

CLOTHES REELS

Taylor-Forbes Co., Guelph.

CLOTHES PINS

Wm. Cane & Sons Co., Newmarket.

COAL CHUTES

Clare Bros., Preston.
Galt Stove & Furnace Co., Galt.

Steel Trough & Machine Co., Tweed.

Metal Shingle & Siding Co., Preston.

COBBLER SETS

Taylor-Forbes Co., Guelph.

CONDUCTOR PIPE

See Eavetrough.

COPPER WARE

Thos. Davidson Mfg. Co., Montreal.
E. T. Wright Co., Ltd., Hamilton.
McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

CORDAGE AND TWINE

Seythes & Co., Toronto.
Consumers Cordage Co., Montreal.

CORNICER BRACKES

Metallic Roofing Co., Toronto.
Metal Shingle & Siding Company, Preston.

Steel Bending Brake Works, Chatham.

CORRUGATED IRON

Metal Shingle & Siding Company, Preston.

COTTER PINS

Steel Co. of Canada, Ltd., Hamilton.

COTTON DUCK AND WASTE

Seythes & Co., Toronto.

COUNTER CHECK BOOKS

Dominion Register Co., Toronto.

COUNTER YARD MEASURES

Lufkin Rule Co., Windsor.

COW TIES AND CHAINS

Taylor-Forbes Co., Guelph.

CURRY COMBS

B. Greening Wire Mfg. Co., Hamilton.

E. T. Wright Co., Ltd., Hamilton.

CURTAIN STRETCHERS

Otterville Mfg. Co., Otterville.

CUTLERY

Canadian Rogers Co., Toronto.
Dorken Bros., Montreal.

Cneida Community, Ltd., Niagara Falls, Ont.

DAMPERS

Gurney Foundry Co., Toronto.
McClary Mfg. Co., London.

James Smart Mfg. Co., Brockville.
Taylor-Forbes Co., Guelph.

DISPLAY AND WALL CASES
Walker Bin & Store Fixture Co., Berlin.

DIES

Armstrong Mfg. Co., Bridgeport, Conn.

DOOR CHECKS

Canadian Yale & Towne, Ltd., St. Catharines.

Chicago Spring Butt Co., Chicago.
Taylor-Forbes Co., Guelph.

DOOR HANGERS—Parlor

Canada Steel Goods Co., Hamilton.

Taylor-Forbes Co., Guelph.
Richards-Wilcox Canadian Co., London.

DOOR MATS—Cocoa Fibre
Meakins & Sons, Hamilton.

DOOR MATS—Rubber
Gutta Percha & Rubber, Ltd., Toronto.

DOOR MATS—Wire
Kuhn & Anderton, Port Hope.

Canada Wire & Iron Goods Co., Hamilton.

DOORS AND WINDOWS
A. B. Ormsby Co., Toronto.
Metal Shingle & Siding Co., Preston.

DRILLS—Breast and Bench
North Bros. Mfg. Co., Philadelphia.

DRY COLORES
Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.
G. F. Stephens & Co., Winnipeg.

Brandram-Henderson, Ltd., Montreal.

A. Ramsay & Son, Montreal.

Sanderson Peasey & Co., Toronto.

DRIVE WELL POINTS
Otterville Mfg. Co., Otterville.

DUSTLESS DUSTERS
Tarbox Bros., Toronto.

EAVETROUGH AND CONDUCTOR PIPE
Metallic Roofing Co., Toronto.

Metal Shingle & Siding Co., Preston.

Thomas Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

Sarnia Metal Products Co., Sarnia.

EDGE TOOLS
James Smart Mfg. Co., Brockville.

Welland Vale Mfg. Co., St. Catharines.

EGG CRATES
Wm. Cane & Son, Newmarket.

ELECTRIC FLASHLIGHTS
Canadian Ever Ready Works, Toronto.

ELECTRIC LIGHT FIXTURES
James Morrison Brass Mfg. Co., Toronto.

ELECTRIC IRONS, ETC.
Renfrew Electric Mfg. Co., Renfrew.

Chicago Flexible Shaft Co., Chicago.

Duncan Electric Co., Montreal.

ELECTRIC LAMPS
Ontario Lantern & Lamp Co., Hamilton.

ELECTRIC RADIATORS
Renfrew Electric Mfg. Co., Renfrew.

ELECTRIC RANGES
Radiant Electric Co., Grimsby.

Renfrew Electric Mfg. Co., Renfrew.

ELECTRIC BATTERIES

Radiant Electric Co., Grimsby.

EMERY GRINDERS

James Morrison Brass Mfg. Co., Toronto.

EMERY POWDER

Canada Paint Co., Montreal.

Sherwin-Williams Co., Montreal.

A. Ramsay & Son Co., Montreal.

Sanderson Pearcey & Co., Toronto.

ENAMEL SIGNS

McClary Mfg. Co., London.

ENAMELED WARE

Thos. Davidson Mfg. Co., Montreal.

McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

Stamped & Enameled Ware, Hes-

peler.

ESCUTCHEON PINS

Steel Co. of Canada, Ltd., Hamilton.

EXPRESS WAGONS—Boys'

Canadian Buffalo Sled Co., Preston.

Gendron Mfg. Co., Toronto.

EXTENSION LADDERS

Stratford Mfg. Co., Stratford.

McFarlane Ladder Works, Toronto.

FARM TANKS

Wayne Oil Tank & Pump Co., Woodstock, Ont.

FARM TROUGHS

Wayne Oil Tank & Pump Co., Woodstock, Ont.

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Taylor-Forbes Co., Guelph.

FENCING—Woven Wire

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Nicholson File Co., Port Hope.

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Simonds Canada Saw Co., Montreal.

FILTERS—Water and Oil

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Barton Netting Co., Windsor.

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A. B. Ormsby Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

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Metal Shingle & Siding Co., Preston.

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Scythes & Co., Toronto.

J. J. Turner & Son, Peterboro.

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Gutta Percha & Rubber, Ltd., Toronto.

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Canada Wire & Iron Goods Co., Hamilton.

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Beach Foundry Co., Ottawa.

Burrow, Stewart & Milne, Hamilton.

Can. Heat & Vent. Co., Owen Sound.

Clare Bros., Preston.

Galt Stove & Furnace Co., Galt.

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Gurney Foundry Co., Toronto.

Hamilton Stove & Heater Co., Hamilton.

Hall Zryd Foundry Co., Hespler.

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Metal Shingle & Siding Company, Preston.

McClary Mfg. Co., London.

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McClary Mfg. Co., London.

Sheet Metal Products Co., Toronto.

E. T. Wright Co., Ltd., Hamilton.

Steel Trough & Machine Co., Tweed.

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Stratford Mfg. Co., Stratford.

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McClary Mfg. Co., London.

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Burrow, Stewart & Milne, Hamilton.

Bowes, Jamieson, Ltd., Hamilton.

James Morrison Brass Mfg. Co., Toronto.

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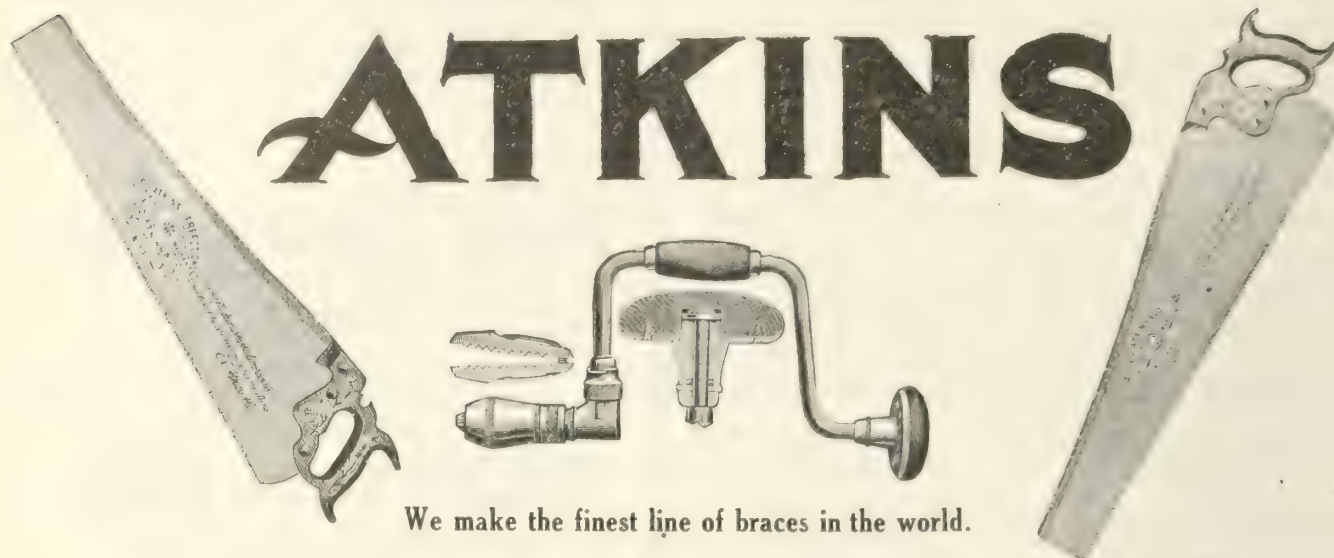
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Stratford Mfg. Co. 9

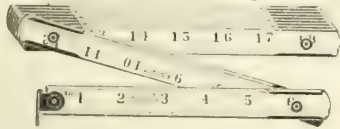
T
Taylor-Forbes Co. 3
Toronto Plate Glass Importing Co.i.b.c.

LUFKIN

NEW STEEL TAPE the "BANNER"

Sells at a Popular Price
Within reach of many users of Woven Tapes

The "BANNER" is rapidly taking its place with the familiarly known LUFKIN brands such as "Reliable," "Challenge," etc. It is an Accurate, First-quality Steel Tape, with *Instantaneous* Readings, Metal-Lined Case, Push Button, etc.

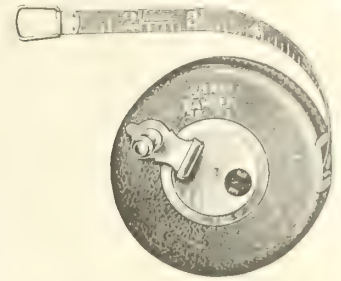


Ask about our new
SPRING JOINT WOOD RULES
WITH FOLDING HOOK
will appeal to mechanics

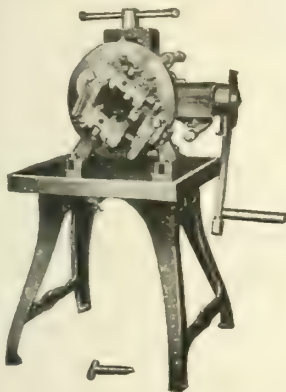
We are manufacturers also of complete lines of
Spring Joint Wood Rules
Boxwood Rules
and can give you the best service
and satisfaction

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



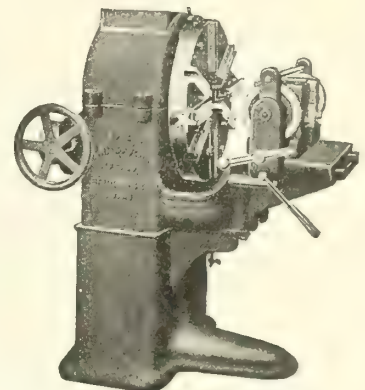
No. O.O. Hand or Power



**ARMSTRONG
PIPE THREADING
AND CUTTING OFF MACHINES**
ARE PROFITABLE FOR FITTERS TO USE
PORTABLE STRONG LABOR SAVERS
MADE OF THE BEST MATERIAL

MANUFACTURED BY
THE ARMSTRONG M'F'G. CO.
333 KNOWLTON ST.
BRIDGEPORT - CONN.
CATALOGUE MAILED UPON REQUEST

No. 3. Power Only



**RED
S
BRAND
WINDOW
GLASS**



**GLASS
BENDERS
TO
THE
TRADE**

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

TORONTO

**If You Don't See
What You Want**

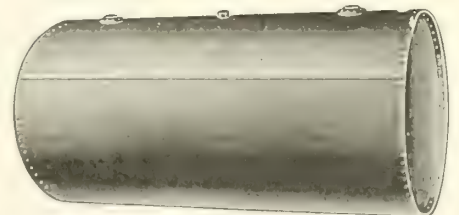
Your Requests for
information will receive prompt attention

among the advertisements in *Canadian Hardware Journal*, write the publication office
32 Colborne St., Toronto

GASOLINE TANKS AND PUMPS

Riveted by experts
and tested under
air pressure.

**EVERY ONE
GUARANTEED**



Complete outfits for under ground storage, including pump and fittings, from \$20 upwards.

WRITE FOR No. 25 CATALOGUE

The Steel Trough & Machine Co., Limited
TWEED ONTARIO

A Paint Agency That Means Something

WHEN a merchant secures the agency for Brandram-Henderson products he has made an important business connection.

He not only controls the sale of a big range of well-advertised, popular lines, of unquestioned quality, but he is also the real *local representative* of a great manufacturing organization.

Brandram-Henderson Limited do not put out the same goods under different brands. We are under no temptation to divide our loyalty between different sets of competing dealers.

There is *one* line of B.H. products—*one* big B.H. national advertising campaign—*one* staff of B.H. travelers—and *one* B.H. dealer in every local territory. *And that dealer is supported by all the resources of this big, independent organization, in his competition with every other dealer in that locality.*

We feel as much responsible for the success of our agents as we would if we paid them salaries to represent us.

This year, more than ever, a Brandram-Henderson Agency is a genuine asset to a progressive merchant.

*If you are in territory where we are not represented,
write for the facts about a real
exclusive paint agency.*

BRANDRAM-HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

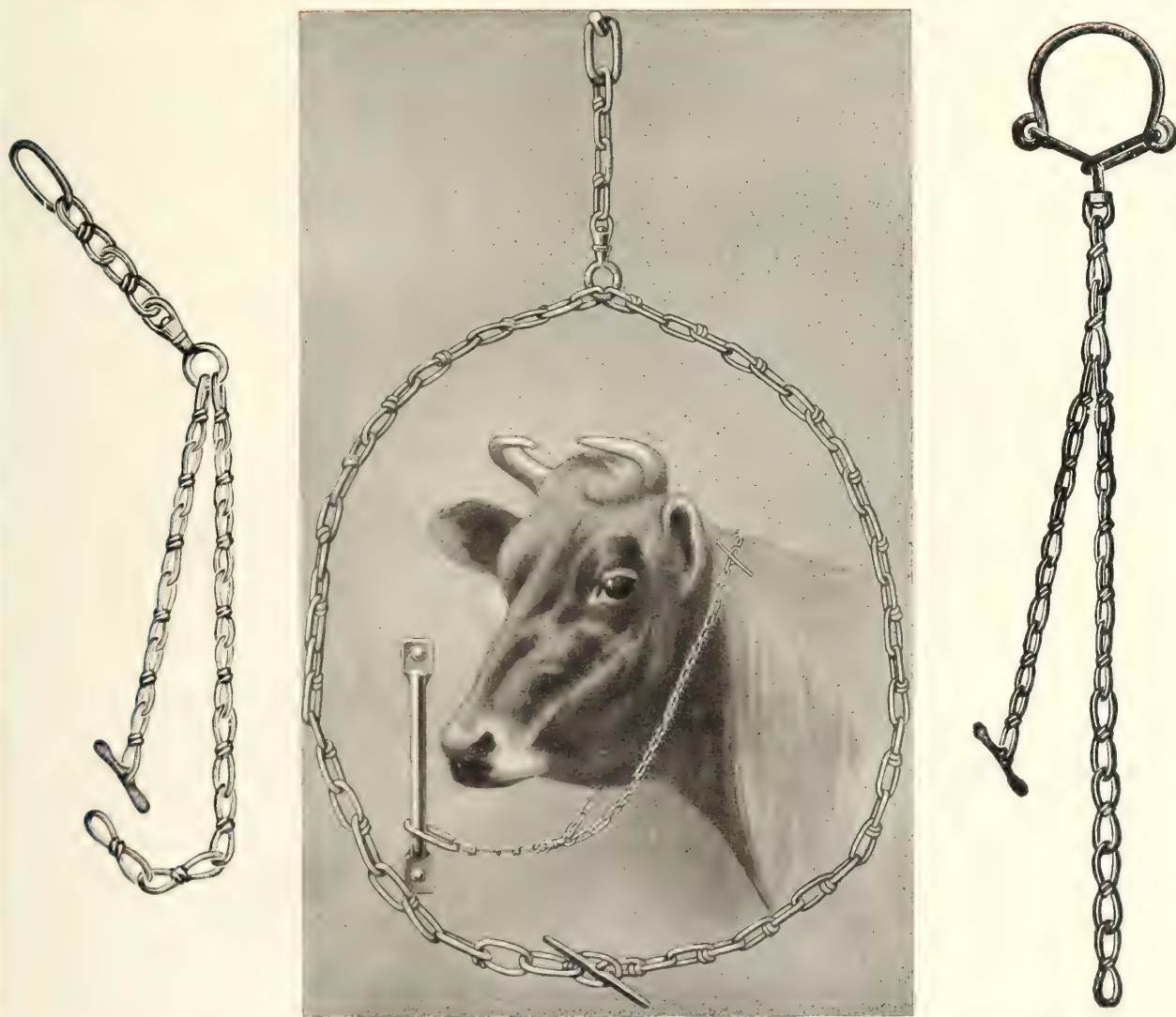
CANADIAN HARDWARE JOURNAL

Circulates
in every
Canadian
Province

Covers the
Stove and Heating
Metal Working
and Paint Trades

Published by The Commercial Press, Limited, 32 Colborne St., Toronto

GREENING'S CATTLE CHAINS



THE B. GREENING WIRE COMPANY, LIMITED

HAMILTON, ONT.

MONTREAL, QUE.

FROM STOCK

TINPLATES and CANADA PLATES

Standard Sizes and Grades

GALVANIZED and BLACK SHEETS

Standard Sizes—Best Grades

LARGE STOCKS.

MODERATE PRICES.

M. & L. SAMUEL, BENJAMIN & CO.

Cor. King St. and Spadina Ave.

TORONTO, ONT.

YOU CAN SELL MANY OF THEM

Not a farmer or teamster in your community but needs "Ventiplex" Sweat Pad and other "Ventiplex" Lines—housings, saddle-blankets, for example. Here is a line for which there is an absolutely sure demand and in which there is a highly satisfactory profit—a demand and profit which can just as well go to the hardware dealer as the demand and profit which go to him in the sale of other things he sells—nails, paints and hardware.

Farmers are your customers every day—and they will buy "Ventiplex" goods from you if you have them.

Teamsters go to you regularly for oils, dressings, polishes and a dozen other items. They will buy "Ventiplex" goods from you if you have them.

"Ventiplex" Sweat Pads, Housings and Saddle-Blankets

Just a word—"Ventiplex" goods cure and prevent gall sores.
This is the reason horsemen buy them.

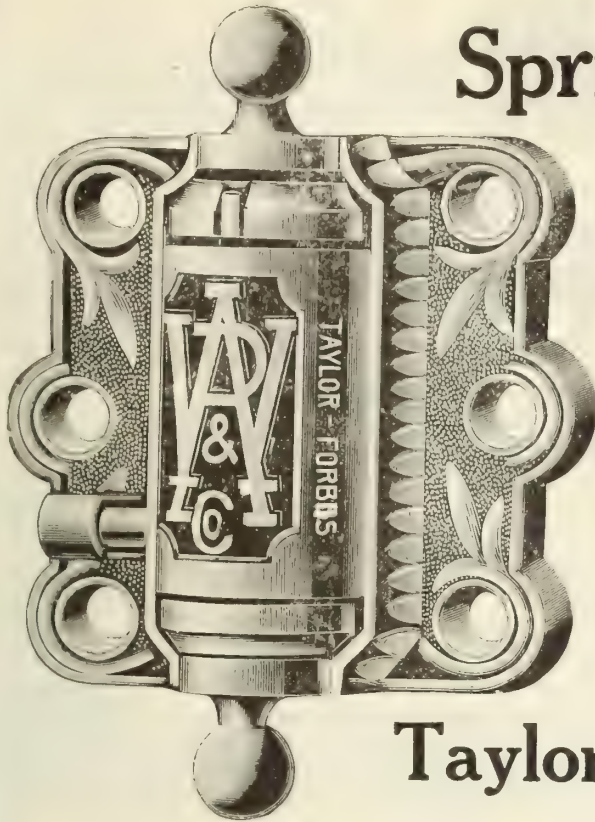
Get in touch with us. Send for our catalogue. Drop in on us if you are in Toronto. Ask to have our traveller call on you when he is next in your town or city.

Sold by all Wholesale Hardware Houses throughout Canada.

Manufactured by

Burlington Windsor Blanket Co., Limited, Toronto, Canada,
and Burlington, Wis., U.S.A.





Spring Hinges and Screen Door Sets

are our specialty. Sets are packed in cartons with screws to match finish.

Ask your Jobber for prices on T. F. Hardware.

If he cannot quote send us your specifications direct.

Taylor-Forbes Co., Limited

Guelph, Ontario

Dominion Lawn Trimmer and Edger

How unkempt an otherwise well cut and clean grassy turf appears when the edge of the walks and around the trees are irregular and ragged.

How difficult and wearisome a task it is to edge your lawn with a pair of shears. Why not keep your lawn attractive and minimize your effort by using--

The Dominion Lawn Trimmer and Edger

Cuts grass within one-quarter inch of the wall, walk or trees.

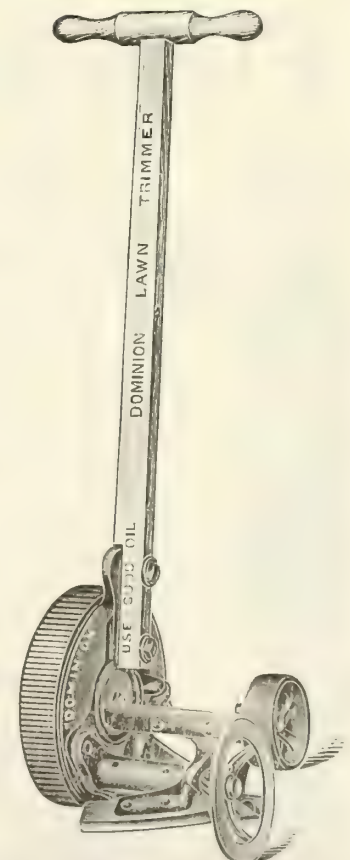
Can be reversed in position for edging turf or sod.

List Price: \$7.70—SUBJECT TO DISCOUNT.

BOOK YOUR ORDERS EARLY FOR 1917 SHIPMENT.

Taylor-Forbes Co., Limited

Guelph, Ontario



Stanley Tools

"HURWOOD" Screw Drivers

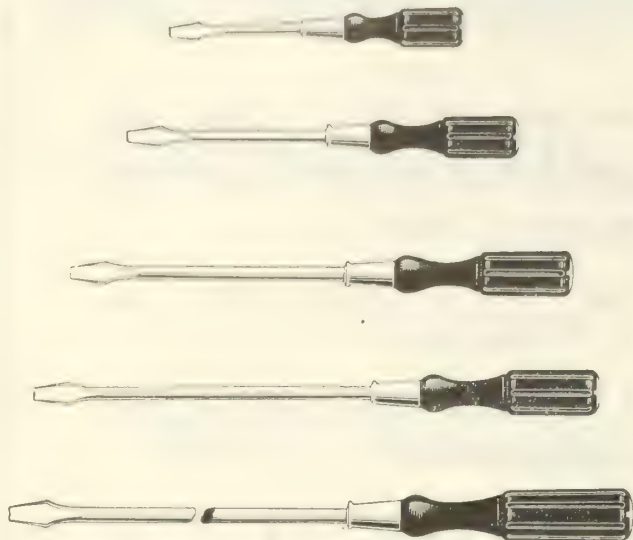
Unsurpassed for Strength
and Durability.

Blade, Shank and Head are one piece of special steel. Two patented projecting wings under the head, together with a rivet which passes through the ferrule, handle and shank, securely fasten the Blade in the Handle, preventing its turning.

The Blades are finely tempered and well finished.

The Handles are polished and stained black.

Many styles and sizes from which to select your stock.



Manufactured by

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.

FIFTY-FIVE DEALERS

have signed
our

Exclusive Selling Agency Agreement

for the sale of

The World Famous Grand Prize

EUREKA

**ELECTRIC
VACUUM
CLEANER**

since the license was granted to us under
Canadian Patents Nos. 76595 and 79641.

Have you sent in your request?

ONWARD MFG. CO.

KITCHENER, ONT.

TORONTO BRANCH RETAIL STORE—No. 8 Temperance St.
MONTREAL AGENCY—The Robt. Mitchell Co., Ltd., 589 Catherine St. West





REMEMBER!

All Canadian Jobbers sell CANADIAN-
MADE GALVANIZED SHEETS

NOW

is the time to get in a good supply of these **Canadian-Made Sheets** before the expected rise. The market on Sheets is again advancing.

Protect your requirements now.

DOMINION SHEET METAL CO
LIMITED
HAMILTON, CANADA.



DAVIDSON'S

POPULAR

Premier Leader Range

The most popular Range in Canada on account of the exceptional value for the money, but it is only one of the Premier family of Canada's Foremost Ranges.

There is a Premier to meet every demand, whether it be for a steel or a cast range, one fully dressed or one strictly plain. The Premier Leader is made square or with reservoir. The price will surprise you. Write for particulars.

The Thos. Davidson Mfg. Co.
LIMITED

TORONTO

MONTREAL

WINNIPEG

A FURNACE

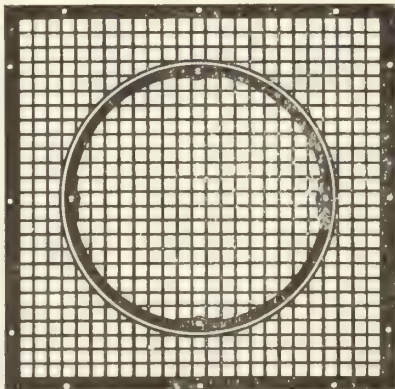
**That can be installed complete in half a day---
That solves your labor problems.**

We are manufacturing this new type of furnace complete. Shipped ready for setting up. No pipes for you to make.

Any handy man can install it.

Only tools necessary---hammer---saw---screw-driver---monkey wrench.

It is the most ideal low-priced heating system for rural schools, churches, bungalows, farm houses, etc.



Write at once for full information.

PEASE FOUNDRY COMPANY,
LIMITED.

118 King St. East, TORONTO, Canada



On Active Service

We think we are right in asserting that there is not a factory or workshop in your town that is not using one or other of the Famous Five Files.

The reason is obvious.

This means that every day there is a certain demand for so many of these files. If you carry a good stock of them, business will naturally gravitate to your store.

More than 60,000,000 of the Famous Five Files are sold every year. Our advertising, plus the quality of the files themselves, creates and maintains the demand.

It is up to you to get the retail sales benefit of this demand.

When ordering through your jobber, specify the Famous Five.

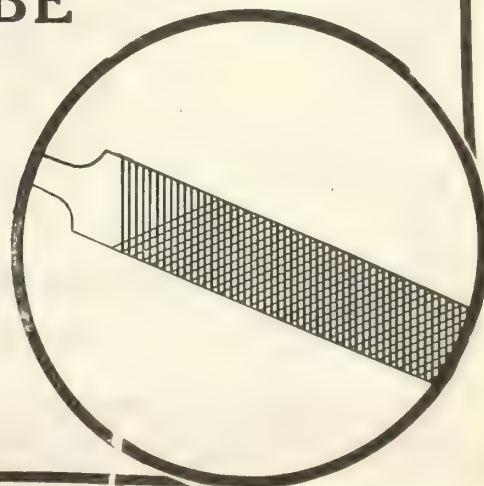
They are :
KEARNEY & FOOT
GREAT WESTERN AMERICAN
ARCADE GLOBE

(Made in Canada)

The Nicholson File Company

Port Hope, Ontario

"Jobbers Everywhere"





PEACE

with its bumper harvests filling
Canadian granaries and forming the foundation for growing trade and solid
prosperity--Peace always did, and, we hope, will soon again provide a steady
market everywhere for the

Gillette Safety Razor



In the years since it awakened
the world to the advantages of the
safety razor, the Gillette has met
competition--imitation--infringement.
But the outstanding superiority of the
razor itself, and the sound business prin-
ciples and forceful advertising behind it,
have put the Gillette definitely in a class
by itself, as the standard safety razor.

Show a good Gillette assortment
and your safety razor stock is complete.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory: Gillette Building, Montreal.



WAR

—quite incidentally, of course—has impressed on hundreds of thousands of Canadian shavers the advantages of using a

GILLETTE Safety Razor

In every Overseas Battalion—every Battery—every unit of the Canadian Expeditionary Forces—Gillettes are demonstrating their efficiency under any and all conditions.

This means that nearly 400,000 young men have—or want—a Gillette Safety Razor. Do you realize the resulting opportunities for selling razors and blades *for them* to their friends at home now, and *to the boys themselves* when they return.

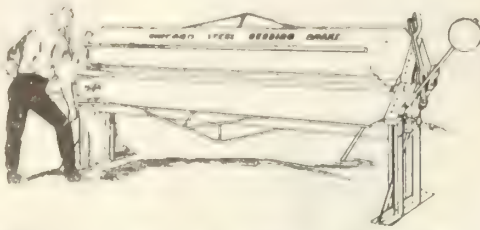
Make a special drive this season on Gillette Razors and Blades as Christmas gifts for enlisted men. We'll be glad to help by sending you high-class display and advertising material.

Gillette Safety Razor Co. of Canada

Limited

Office and Factory: Gillette Building Montreal

Bring Your Shop Up-to-date



Chicago Steel Bending Brake

Installed in your shop will increase its efficiency and raise the quality of its output. The large number of Chicago Steel Bending Brakes that are installed throughout the country is a testimonial to its worth. If you are interested in a first-class Sheet Metal Bending Brake, write us.

*Attractive Catalogue and Price
List on Request*

The Steel Bending Brake Works
Chatham, Ontario **LIMITED**

WE MAKE ONLY THE BEST

WIRE NAILS

IN STEEL HOOP KEG

WIRE BALE TIES

for baling hay and many other things

Fence and Poultry Netting Staples

WIRE

Bright, annealed, coppered stove pipe, liquor finished, square, etc.

THE LAIDLAW BALE-TIE COMPANY
HAMILTON, ONT. **Limited**

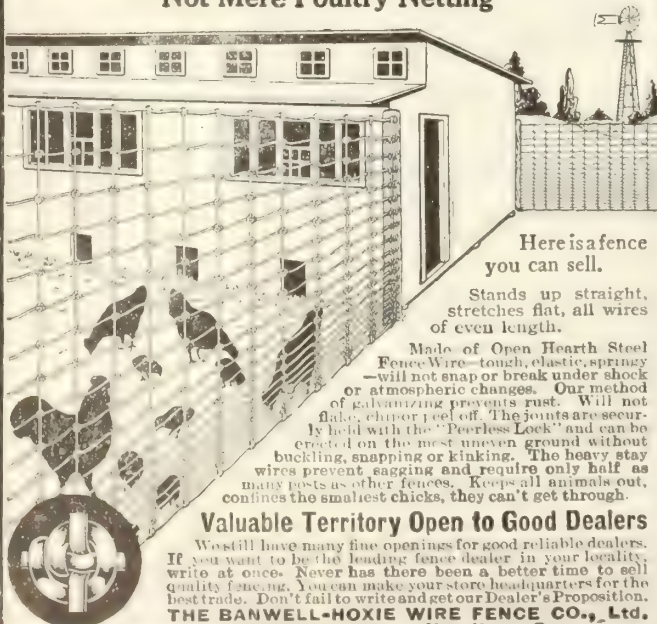
A. T. Diggins, Stair Bldg., Toronto
Geo. W. Laidlaw
Vancouver, B.C.

H. E. O. Bull, Montreal
Harry F. Moulden
Winnipeg, Man.

*Mr. Dealer: Here's Your Chance to Make
Your Store Headquarters for Best Trade.*

PEERLESS Poultry Fencing

Not Mere Poultry Netting



Here is a fence
you can sell.

Stands up straight,
stretches flat, all wires
of even length.

Made of Open Hearth Steel
Fence Wire—tough, elastic, springy
—will not snap or break under shock
or atmospheric changes. Our method
of galvanizing prevents rust. Will not
flake, chip or peel off. The joints are secur-
ely held with the "Peerless Lock" and can be
erected on the most uneven ground without
buckling, snapping or kinking. The heavy stay
wires prevent sagging and require only half as
many posts as other fences. Keeps all animals out,
confines the smallest chicks, they can't get through.

Valuable Territory Open to Good Dealers

We still have many fine openings for good reliable dealers.
If you want to be the leading fence dealer in your locality,
write at once. Never has there been a better time to sell
quality fencing. You can make your store headquarters for the
best trade. Don't fail to write and get our Dealer's Proposition.
THE BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.

"TIGER" WHITE LEAD

The Lead With the Spread

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.

The Steel Company of Canada, Ltd.

HAMILTON	MONTREAL	TORONTO	WINNIPEG
VANCOUVER	VICTORIA	HALIFAX	ST. JOHN

"Reliability in Rubber"



RUBBER GOODS

FOR THE HARDWARE TRADE

We make Hose of all kinds,
 Packings to suit every requirement,
 Belting for all purposes,
 Tubing, Valves, Valve Discs,
 Force Cups and Plumbers' Supplies,
 Wringer Rolls, Rubber Mats and Matting,
 Stair Treads, Interlocking Rubber Tiling,
 Automobile, Carriage and Truck Tires, Etc., Etc.

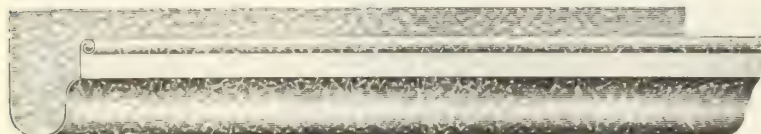
SEND FOR CATALOGUE AND BOOKLETS

Gutta Percha & Rubber, Limited

TORONTO, HALIFAX, MONTREAL, OTTAWA, FT. WILLIAM, WINNIPEG,
 REGINA, SASKATOON, CALGARY, EDMONTON, VANCOUVER
 SYDNEY, MELBOURNE AND PERTH, AUSTRALIA

ACORN QUALITY EAVETROUGH AND CONDUCTOR PIPE

is unequalled



Because

it's manufactured from ACORN quality flat sheets. This brand is guaranteed by us.

Because

ACORN trough is **PRESSED** trough.

Because

every piece is true and straight.

And because of the above qualities ACORN trough and Conductor Pipe will save 15 per cent. time erecting and cut the necessary solder to a minimum.

ACORN trough and pipe is made to fit.

*We also manufacture the famous
Ormsby Swartwout Rotary Ventilator*

**The Metal Shingle & Siding
Company, Limited**
Preston Ontario



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.



“If you can look into the seeds of time and say which grain will grow and which will not—”

SHAKESPEARE

TO the eye of even the most experienced agriculturist two seeds may be identical, yet upon test one may grow while the other may remain dormant.

It's the test that proves the value of anything.

It's the severe test that has been given

Harris Heavy Pressure Babbitt Metal

during the past thirty years that has proved its unequaled worth for use on all general machinery bearings.

It's rigid tests that enable us to **guarantee Harris Babbitt Metals to give excellent service—larger and better service under heavy pressure.**

HARRIS HEAVY PRESSURE IS THE BABBITT METAL WITHOUT A FAULT.



SOME OF OUR LINES

**SOLDER
BABBITT
LEAD PIPE
AND ALL
METALS**

**Everything for the
Plumber**

The Canada Metal Co., Limited

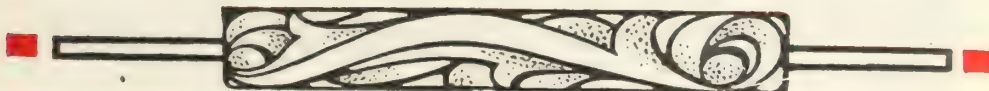
TORONTO

Hamilton

- Montreal

- Winnipeg

- Vancouver



DO YOU WANT THE SOLE AGENCY FOR THIS?

The Enterprise Perfect Double High Oven Range

One of the most beautiful, as well as the most practical and "common-sense" Steel Ranges ever offered. Its many novel features, as well as its simplicity and ease of operation, mark a new era in Range construction.

It has **TWO OVENS**, instead of one, thus doubling the capacity of the ordinary Range and the amount of work that can be done in the same time and with the same amount of fuel. Each oven is 20 inches square and works perfectly.

Each door is fitted with thermometer, and made to drop level with the oven bottom; in addition to which the lower or "**DAYLIGHT OVEN**" is fitted with specially tempered glass, and is just the right height for easy operation.

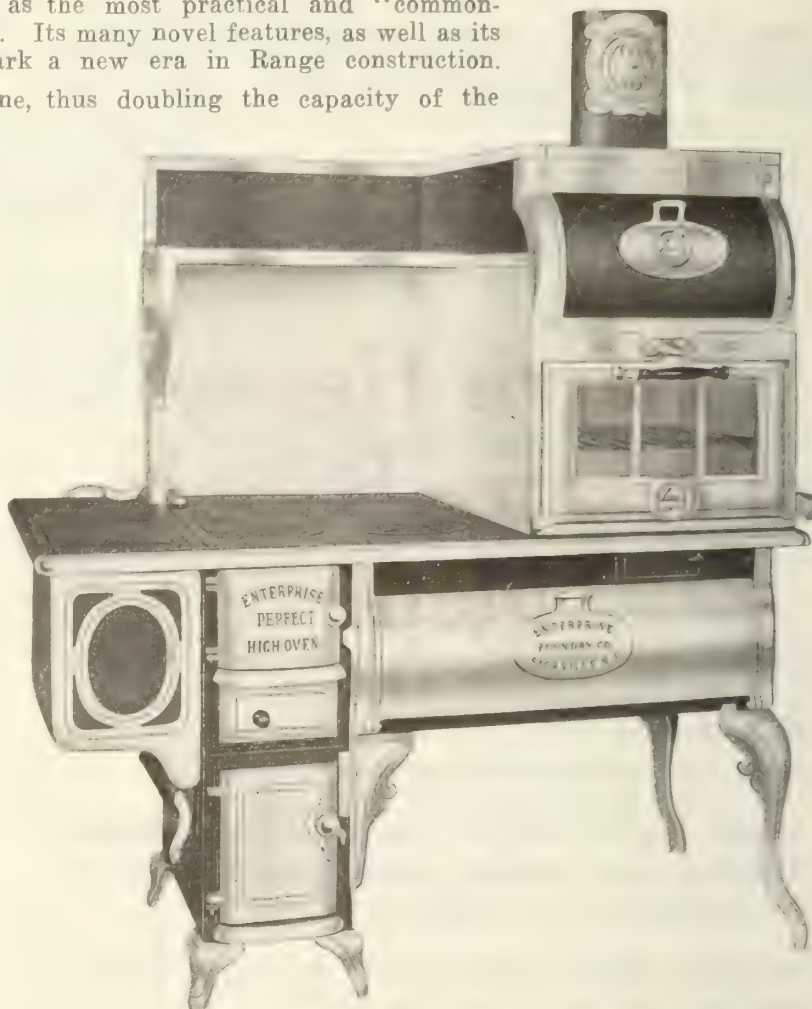
Both ovens have perfectly smooth walls and floors, and, the joints being airtight, there is not the least trouble in keeping them beautifully clean.

The **FLUES** are large and of the simplest construction, ensuring easy operation, and will not clog with the dirtiest fuel. The **CLEAN-OUT DOORS** are so placed that the flues can be easily cleaned from the front.

The **BACK** surrounding the cooking surface is of White Porcelain Enamel, 19 inches high. This not only presents a beautiful appearance, but can be kept perfectly clean, and is the most sanitary finish that can be procured. The **SHELF** above this back leaves plenty of space below for pots, etc. The **RESERVOIR IS DETACHABLE**. It simply hooks on, and can be attached or detached in an instant. It is made of Heavy Sheet Copper, and holds 9 Imperial gallons.

Burns any kind of fuel and will do more work with less fuel than any other Range made.

Secure the Agency for this Wonderful Range for your Locality and write to-day for a copy of our New 104-page illustrated Catalog, just out, showing one of the finest and most complete lines of ranges and furnaces made in Canada.

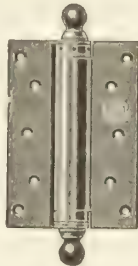
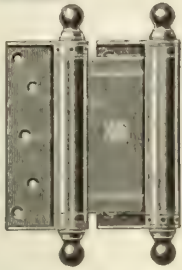


The Enterprise Foundry Company
SACKVILLE, N.B.

ONLY

BOMMER

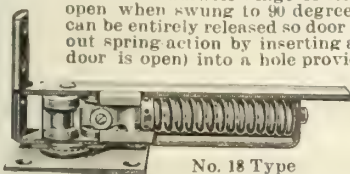
Double Acting SPRING BUTT HINGES



have the weight-supporting bearings correctly located to liberate the action of the springs, reducing breakage and increasing spring power, preventing unequal wear of the barrels, and giving practically unlimited durability.

Bommer Floor Surface Spring Hinge Has Release and Holdback Features and Ball Bearing and Alignment Device

Suitable for either double-acting or single-acting doors



No. 18 Type

The most durable hinge of its type, holds the door open when swung to 90 degrees. The spring-action can be entirely released so door will swing free, without spring action by inserting a wire nail (when the door is open) into a hole provided in the side plates.

The spring-action can be restored by withdrawing the nail.

Bommer Bros., Manufacturers, Brooklyn, N.Y.

Canadian Representative, Alex. Thurber, 290 St. Paul St.W., Montreal



DU PONT

POWDERS

ARE THE

Hunter's Reliance

FOR dependability and stability the Sporting Powders made by this century-old company have gained world-wide recognition.

This display of confidence is a proof of their popularity and enables dealers to simplify stocks and make quick and profitable sales.

DU PONT Sporting Powders are noted for their high velocity, penetration and moderate recoil.

The leading ammunition companies load Du Pont Sporting Powders. They are also sold in bulk in popular metal canisters.

For shells and bulk packages, specify Du Pont loads—the hunter's reliance and the best powders to sell.

E. I. DU PONT DE NEMOURS & CO.

Powder Makers Since 1802

Wilmington, Delaware, U.S.A.

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.

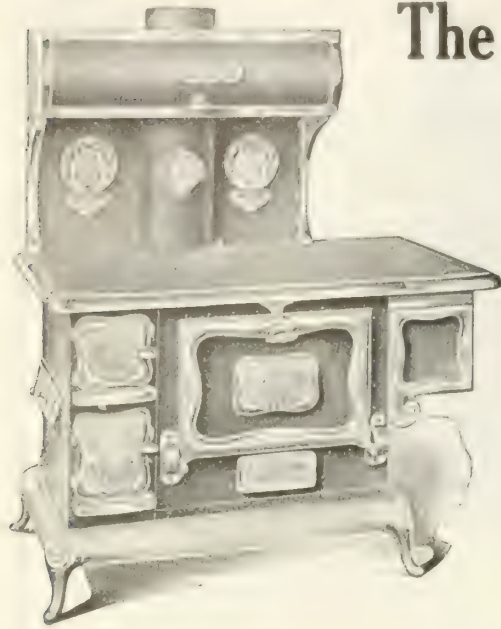


ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service. Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same. Send for illustrated catalogue, it will interest you.

CAMERON AND CAMPBELL, TORONTO



The Five (5) Year Souvenir ^{Steel Plate} Range

Something new, entirely different, and infinitely better than any other Stove or Range made.

The oven is heated on five sides by complete circulation of heat products. Most uniformly heated oven known. No necessity to reverse oven pans with contents. All parts equal by the use of our patented Reversible Front Oven Flue and indestructible Fire Back.

The Fire Back is guaranteed for Five (5) years from date of sale.

Will be replaced free of charge if it does not last 5 years.

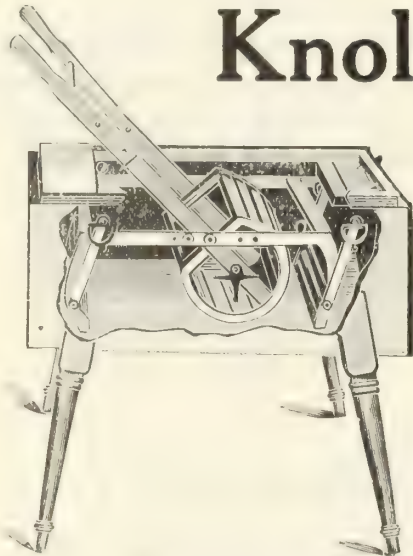
Send for circular giving all particulars.

This is a leader that will bring you new customers.

Made only by

The Hamilton Stove & Heater Co., Limited
HAMILTON, ONT.

Western Agents, The Tilden, Gurney & Co., Winnipeg and Vancouver, B.C.



Knoll Washing Machine

The old tried and trusty friend that performs the operation of the human hands.

No wear or tear on the clothes.

The ease and speed with which these machines operate recommend them.

Write for catalogue and price.

The SCHULTZ NOVELTY Line

Shoo-Fly Rockers
Teddy-Bear Rockers
Triangleo
Parlor Billiards
Parlor Pool
Crokinole

Card Tables
Lawn Seats
Lawn Swings
Verandah Seats
Washing Machines

Clothes Bars
Ironing Boards
Sleeve Boards
Pastry Boards
Bread Boards

Kitchen Tables
Kitchen Cabinets
Medicine Cabinets
Step Ladder Chairs
Wheelbarrows

The Schultz Brothers Company, Limited

Manufacturers of Novelties, Planing Mill Products, Sectional Portable Buildings

BRANTFORD, ONTARIO, CANADA

The Canadian Hardware Journal

has, during the past two years, despite the adverse conditions existing, regained paid circulation in the retail hardware trade to as high a level as in any former year.

A reduction has been made in the number of copies sent out as samples, but those sent out have reached a carefully selected list of retailers.

This paper has made a policy of issuing a sworn statement of circulation—and guarantees that the circulation will not be permitted to fall below the number specified.

2400 copies of this issue are sent out, practically all of them going to retail hardware dealers and their clerks.

Detailed sworn statement on request.

The Commercial Press, Limited

32 Colborne St., Toronto



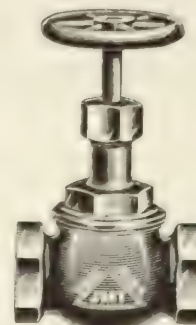
J.M.T. Reducing Valve
will not equalize.



J.M.T. Injector.



Gauge Cock.



J.M.T. Globe
Valve, Renew-
able Disc.



Pressure and
Recording
Instruments.



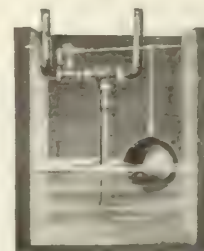
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GEM EJECTOR.



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THE SUCCESSFUL MERCHANT is the one who carries only those lines certain to please the customer.

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Our steam goods are approved by Provincial and Marine Inspection Departments.

Every article is tested before leaving our factory.

PLUMBERS' SUPPLIES.—We have the very best to offer in this line and our prices are reasonable. Write for particulars.

The James Morrison Brass Mfg. Co., Limited

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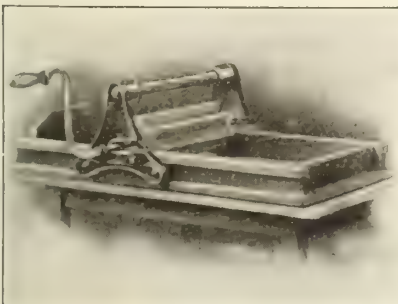
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The many exclusive features, superior workmanship, and high-class material that are combined in The Maxwell's Lines give you an opportunity of offering to your trade a highly satisfactory article. You'll find these three Maxwell products particularly popular and profitable sellers.

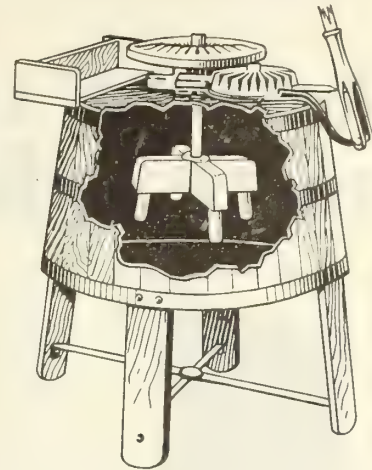
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Write to us to-day for catalog and prices



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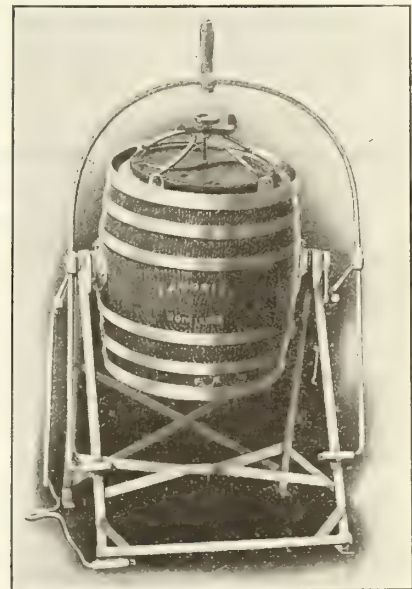


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The construction of the dasher makes this type the best for the thorough washing of everything. It can be operated by hand power or water motor.

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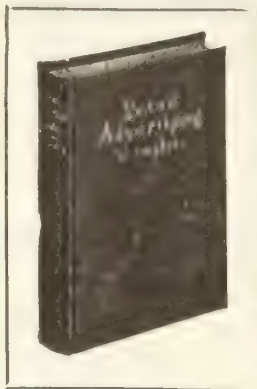


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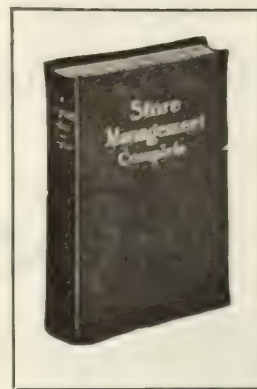
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252 Pages, 5 x 7 inches, Cloth
Price \$1.00 Delivered

Both Volumes \$1.90 Postpaid

The Commercial Press, Limited

Publishers of

Canadian Hardware Journal
The Retail Grocer and Provisioner
Canadian Furniture World
and The Undertaker
Retail Druggist of Canada

32 Colborne Street
Toronto, Canada

Publishers of

The Canadian Manufacturer
The Canadian Builder and Carpenter
The Canadian Clay-Worker
The Electrical Dealer and Contractor
Motoring
Municipal Engineer and Contractor

CANADIAN HARDWARE JOURNAL

JAMES O'HAGAN,
EDITOR

GEO. H. HONSBERGER
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MANAGER

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The Commercial Press, Limited

32 Colborne Street, Toronto, Canada

JOHN FIRSTBROOK, PRESIDENT; D. O. MCKINNON, GENERAL MANAGER; W. L. EDMONDS, CONTRIBUTING EDITOR
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Publishers of: The Canadian Manufacturer; Canadian Hardware Journal; The Canadian Builder and Carpenter
Motoring; Canadian Furniture World and The Undertaker; The Retail Grocer and Provisioner
Retail Druggist of Canada; The Electrical Dealer and Contractor; The Canadian Clay-Worker

"WHAT WE HAVE, WE HOLD"

*This famous British maxim should be a ruling law
with hardware retailers*

DURING the past four or five years two new lines, which properly belong to the hardware trade, have grown to such proportions that in some towns specialty stores have been opened, and have won away from the hardwaremen trade which they are entitled to.

The growth in the use of automobiles has brought in its train a demand for gasoline, batteries, spark plugs, lamps and a score of other accessories.

The hardware store is the logical centre from which these stores should be sold. It is a man's trade, as no matter who drives the car it is the man of the house who is responsible for repairs, for gasoline supplies and for procuring any improvements which are desired for the car. The hardware dealer should know, and as a rule does know, practically every man in his terri-

during the past two years has featured some of these stores and told how these dealers have built up and developed this department.

If any of this trade is to be had in your vicinity don't you think it would be worth your while trying to bring such business to your store?

Another line that has developed wonderfully in the past three years has been electrical supplies and specialties.

The growing use of electrical power on the one hand and the many new inventions in electrical devices for household use has made this line so important that over one thousand electrical equipment stores have been established in Canada.

As a rule these stores are operated by men who are experts in electrical wiring. Their knowledge along



A well-gotten-up window display of flashlights made by Rice Lewis & Son Co., Toronto, showing use made of show cards to help bring out selling points.

tory, and he has consequently an advantage in securing this trade.

The element of a sound credit is also in his favor. The average hardware dealer is more soundly established, his rating is better and his methods of taking care of his accounts is sounder than that of the average garage owner or auto accessories dealer.

Yet in many towns the trade in auto supplies and accessories has been almost entirely lost to the hardwareman because he has not been alert to the possibilities of the business and has not given this department the attention it deserves. The consequence has been that his stock of these lines is poor, his knowledge of the line even less than his stock—and the auto owner turns to the garage man in his town for advice and for supplies.

Many instances could be given of Canadian hardware dealers who have made a success of their auto accessories department, and Canadian Hardware Journal

this line possibly gives them an advantage in handling electric fixtures, but even in this branch of the line hardware dealers in some towns have held their own by the employment of an electrician and training him to do other work when no wiring work is available.

In electrical goods for household use, however, the hardware retailer is, or should be, supreme. Here again his rating and his habits of doing business along sound lines gives him an advantage over his competitor who is primarily an outside man.

Yet in many towns the bulk of the trade in electrical specialties for the household has been lost to the hardware trade through neglect.

What is your experience with these two departments? Are you passing up business you are entitled to? Or are you adopting the policy of "What we have, we hold" and seeing to it that every dollar's worth of trade that belongs to you as a hardwareman is held by progressive, wide awake methods.



Quality

Service

Courtesy in Business



Fittingly framed and hanging in the Offices of one of the most important Public Service Corporations on this North American Continent is the following

'Did you say Please and Thank you?'

Broad minded men direct the destiny of that Corporation, men who know that public or private enterprises to be lastingly successful must operate for the public good.

Quality and Service are the two important factors in our business life today, but Courtesy is the door through which they must enter.

We are large producers of Hamilton Pig Iron and our output of Open Hearth Steel Blooms and Billets, Iron and Steel Bars of all shapes and size runs into enormous tonnage.

The products of our mills include practically everything that can be manufactured from Iron and Steel and these we distribute to thousands of satisfied customers.

Our business is an extensive one and a successful one. The World is our market: but our prosperity and success in the future, as in the past, depend upon the continued confidence, co-operation and good-will of the people we serve.

The Steel Company of Canada, Limited

HAMILTON

TORONTO

MONTREAL

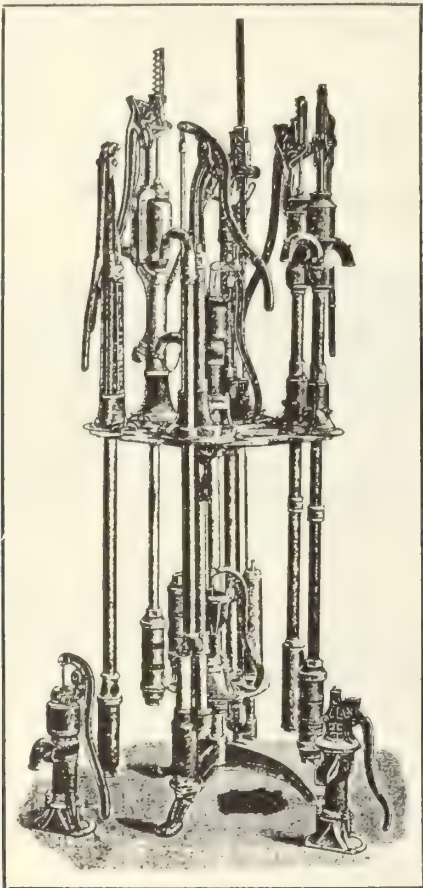
WINNIPEG



Opportunities in Pumps for Farm Trade

Many suggestions can be utilized for extending sales in pumps and other articles sold specially for farm trade. The following extracts taken from a booklet descriptive of farm pumps made by a large manufacturer contains many helpful hints and suggestions for the hardware dealer catering to farmers' trade:

The question of sufficient and satisfactory water supply is one of vital interest and universal importance and yet many dealers have failed to comprehend this



Serviceable pump display stand for the hardware store, showing variety of pumps.

fact and consequently are losing a great opportunity to increase their business and profit, for there are large profits in the sale of pumps. The demand for pumps exists—it does not have to be created.

There are many actual needs for them on all sides every day of the year and they really sell themselves. The cost of handling is slight and the investment small in comparison with the returns. A progressive dealer who kept a complete record of his business shows that his pump business gave a profit of 22 per cent. over and above the cost of doing business, in which was included every item of overhead expense. Thousands of homes in the country, villages and suburban districts have been equipped with private water supply systems which give the same advantages and conveniences found in city homes that are supplied by public water systems.

For the comparatively few homes so equipped, there

are many times their number that have no such equipment. That the owners of many of them have not improved their water system is due to a mistaken idea about the expense and often because they do not know how to go about it and here is where by a little effort the dealer can be of assistance and enlarge his field of operation. Great powers of observation are not required for the dealer to notice the advantages that the up-to-date farmer derives from his labor saving equipment. It is a common sight to see women on a farm carrying water from distant wells to the house. A government report shows that a woman on a farm without a proper water supply is made to lift a ton of water a day. What an easy matter it is for the dealer to present such evidence with sufficient force to impress the farmer that while surrounding himself with helpful devices he has neglected to take care of his wife and family. He can readily see, when pointed out to him, the advantages of having pure water in the house for drinking and bathing purposes. It is not enough for the dealer to know these things to make the sale of pumps, but he must carry his information to those who need it, and show them how, by the use of proper pumps, a great deal of labor can be saved.

Some of the information which will be useful to him has been compiled as follows: "Horses drink from 5 gal. to 10 gal. of water a day; cattle, 7 to 12; hogs, 2 to 2½; sheep, 1 to 2, and that it requires 1½ gal. to fill an ordinary lavatory, 30 gal. to fill a bath tub, 7 to 10 gal. to flush a closet." Then with similar information about sprinkling lawns, water required for laundry purposes and watering vegetables, it is an easy matter for him to show a prospective purchaser how a great deal of labor can be saved and convenience derived as well as comfort by either a hand or a power pump, to be driven by a windmill or a gasoline engine such as are now found on many farms. The power hydro-pneumatic pump used in connection with pressure tanks supplies every fixture in the house or barn with water the same as if it were drawn from a public reservoir.

In view of the need of pumps and the profit derived from their sale, it seems that the enterprising man should make a display of pumps and now there are special stands on which several different types of pumps may be conveniently exhibited so that the customer may see everything and ask any questions he desires. There is no end of opportunity for placing pumps, for road buildings, for mines as well as for the suburban home and farm use. The bright man will devise his own method of getting profit out of this line of trade.

DON'T BE TOO SURE OF CUSTOMERS

Many dealers make the mistake of thinking that because certain farmers have traded with them for a number of years, that these farmers will continue to do so regardless of the service that is accorded them. The dealers in such cases do not give the older customers the same courteous treatment that is accorded the newer ones, with the results that the older customers come in time to buy their supplies from some other source. This means the loss of not one but many customers, for you may be sure each of the older customers will be able to influence some of the younger buyers who would otherwise trade with you.

"Are you unmarried?" inquired the census man.

"Oh, dear, no," said the little lady, blushing; "I've never even been married."

Pushing for Increased Trade from Farmers

What the "Trenton Idea" did—Getting the farm trade—Cater to the old customer—Educating the farmer—Why trade at home?

A MOVEMENT among the dealers in the small towns of Canada, similar to the "Trenton Idea" and other movements which developed across the border should be productive of good to the towns and to the business of merchants of those towns which take up these schemes and plans and the hardware dealers, being always regarded as leaders in their communities, should lead off in these movements.

But what is the "Trenton Idea"? A couple of years ago 40 business men of Trenton, a small town in Missouri, got together to discuss methods of improving their town and of building up a bigger and a better business for themselves. The conclusion they came to was to "Get acquainted with your neighbor; you may like him."

Adopting this phrase as a slogan pennants were put out and put up in every home in the town, and the people came to realize that this was a general movement for the good of the community. Instead of spending large sums to bring new factories to their town, they started in to help develop the business of the factories already there; instead of sending money to far-away mail order houses, they spent their money in the stores in town; and instead of putting a barrier between the farmers of the vicinity and the townspeople and merchants they made the countryfolk citizens and treated them as such.

The first big boost to the "Idea" was a banquet given by the Commercial Club to the merchants and farmers of the town and vicinity. They were made friends; they got to know each other better. Out of this grew a campaign for good roads. On one certain day all the business houses of Trenton closed their doors, and all the male population able to work went out to help the farmers to cure the bad stretches, and they used picks and shovels, too. The Club helped finance some new bridges on the roads leading to town; they cut out the "I" and made it "we;" and they gave co-operation wherever possible.

The dealers did not broach the trade question, but it came round to them all right. The freight agent said deliveries from mail order houses dropped off in three weeks 25 per cent., and town dealers said their business had certainly increased that much.

Would it not be worth while for Canadian hardware dealers in the smaller centres joining with other merchants and seeing if some community interest could not be aroused? At least in the hardware field the dealer himself might get closer to his farmer customer and make a friend of him.

GETTING THE FARMER TRADE

It has been asserted that the farmer as a class is inclined to look with suspicion on his local business men, says a writer in *The Hardware Trade*. If this is true, the thing for the business interests of any town to do is to take steps to demonstrate to the farmer that his suspicion is unfounded.

If the farmer feels that the business men are interested in him only to the extent of the dollars which they can get from him, he is not likely to prove the most desirable sort of a customer. In any community where

the farmer trade prevails, the interests of the merchant and the farmer are much alike. The progress of the one depends upon the progress of the other. In other words the merchant needs the farmer and the farmer needs the merchant. The more complete the mutual realization of this fact, the better the town.

Many communities realize this fact and are taking the farmer into their commercial organizations, proving to him that they value his friendship and co-operation entirely aside from any buying he may or may not do. They are showing the farmer that good roads, good schools and churches, farm drainage, crop diversification, etc., are equally important to both. In some places they are carrying this to the extent of providing the farmer with expert advice on matters pertaining to these various matters. The result appears to be that the farmer looks upon the merchant in a new way. He sees in him a man who is interested in the upbuilding of the community. He realizes that these improvements are of really more benefit to him than they can



Porteous' hardware store at Grande Prairie, in the Peace River country of Alberta. Mr. Porteous, of course, pushes strong on farm trade.

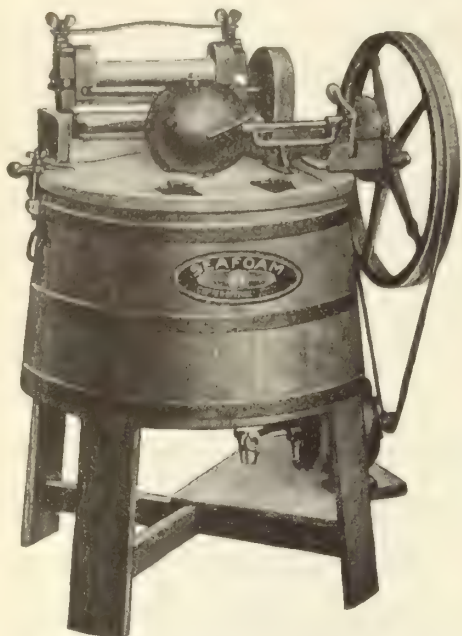
possibly be to the merchant. Little by little the farmer's indifference and suspicion gives place to an active interest in the mutual problems of the two. A friendly basis is established. The volume of the farmer's buying in his town increases.

An occasional merchant, in turn, fails to realize that he owes a certain duty to the community in which he lives. This duty lies along the line of providing adequate stocks of merchandise correctly priced. Disabuse your mind of any false idea that the farmer owes you his trade. For owe it to you he assuredly does not unless you in turn are giving him equal values to those which he can procure elsewhere. Give him these values and demonstrate to him that your problem is a mutual one and you will, in most instances at least, find the farmer inclined to favor his home town in his purchasing of supplies. The get-together spirit is most commendable.

EDUCATING FARMERS, A GOOD LEVER

The dealer who is striving in his locality to educate the farmers to the value of diversified farming and dairying is doing good efficient pioneer work for his business, and work which will pay him good dividends as well as being of great value to the farmers themselves.

Place One or Two of these Machines where they can be seen

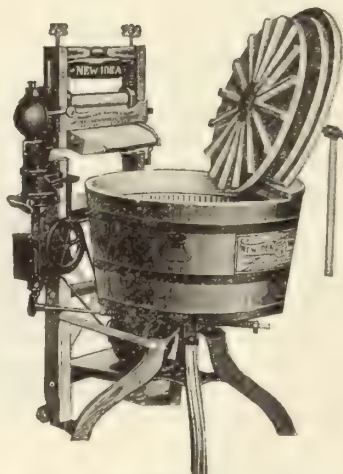


Electric and Engine Drive with Stationary
Wringer.

They will catch the eye of the practical
housekeeper, and she'll come in for a
closer look. Sure to if a simple sign—

*"They do all the
Hard Work"*

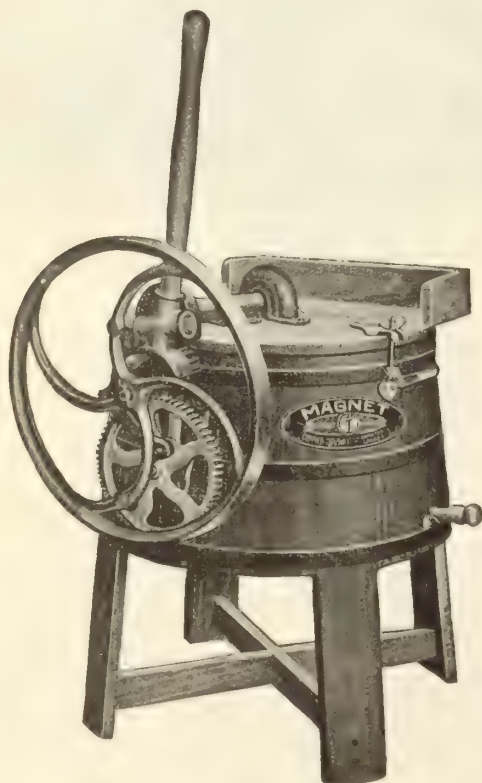
is displayed.



Electric and Engine Drive with
Swinging Wringer.



Hand and Engine Drive.



Hand and Engine Drive.

You don't know how
easy wash day can be
made until you know the
line of labor saving ap-
pliances that bear this
Trade Mark.



Hand Machine.

MADE ONLY BY

Cummer-Dowswell, Limited, Hamilton, Canada

Preparation in the Hardware Store for Fall Business

Some helpful suggestions regarding buying methods, window and interior displays, and retail advertising.

By W. L. EDMONDS

THERE is only one way by which the retail hardwareman can secure the maximum of results from the Fall and Winter trade.

It is by preparation.

The fact that the crops in the West have not turned out as well as it was anticipated a couple of months ago they would, has naturally somewhat curtailed the purchasing power of that part of the Dominion. But when considering the agricultural situation of the country it is only right that it should be considered in all its parts, and not confined to any single part. This not only means the grain crop in Canada as a whole, but agricultural conditions generally.

The Agricultural Statistics

While the West is still primarily a grain-growing country, the fact must not be overlooked that even in that part of the Dominion mixed farming has made marked headway during the last couple of years. The development in the livestock industry, for example, has been remarkable, as is shown from the shipments that the West is now able to make to outside points. A recent statement issued by the Census Bureau at Ottawa, shows that in every branch of live stock except swine, there has been a substantial gain in the West as compared with a year ago. With the high prices that are ruling this is doubly reassuring. It also means much as an outlet for the damaged grain that may be harvested.

The hay crop in Canada this year is an enormous one. Not only was the weather favorable for a large yield per acre, but it must be remembered that the acreage was nearly 8,000,000 compared with 7,875,000 in 1915. And here, again high prices are a factor in regard to values.

Then another factor not to be overlooked in considering the agricultural situation in Canada to-day is the fact that there is still in the hands of the farmers of the West a large amount of wheat of last year's production which the railways were unable to ship out of the country before the new crop came upon the scene. At the end of March, when the last Government estimate was made, about 87,000,000 bushels of wheat alone were in the hands of the farmers of this country, or 23 per cent. of the total yield of 1915. Of oats there were 235,530,000 bushels; barley, 18,514,000 bushels; rye, 732,000 bushels; buckwheat, 1,747,000 bushels; flax, 2,700,000 bushels; corn for husking, 3,453,000 bushels. Besides this there were large quantities of field roots and hay and clover. Much of this has of course since gone into consumption, but the quantities still in the hands of farmers are in the aggregate still substantial, and will count in the revenue that will this year come into the pockets of the farmers of this country.

Another factor that must be taken into the situation when viewing the general business situation is the condition of the manufacturing industry. It is certainly enjoying a high measure of prosperity, while the great mass of the working people of the country was never so fully employed or getting such a high rate of wages.

In view of conditions such as these there is certainly good and sufficient reason for the retail hardware dealers preparing their plans for a good Fall and Winter trade.

The Hardwareman and His Stock

It would be inadvisable for the hardware man to over-burden himself with heavy stocks. With the manufacturing industry in the condition it is to-day he would probably find it no easy matter to do so, even were he unwise enough to attempt it. But he certainly should make an effort to keep his stock in a good healthy condition, and keep turning it over as fast as he possibly can.

Utilizing the Windows

Plans should be made to utilize the windows to the fullest possible extent. A good many hardwaremen consistently do this year in and year out. But there are altogether too many who do not. The window is a costly part of the store's equipment, and to utilize it as a selling medium

in the ineffective way some retailers do entails a serious loss of business.

A good time to start a reform in regard to window displays is now. As a preliminary get your clerks together and talk the matter over. And then plan how often you are going to change your windows during the next six or eight weeks. Most dealers have learned from experience that they should be changed at least once a week. A decision should also be made as to the lines of goods that are to be displayed and the order in which they shall come.

One hard and fast rule that should be laid down is that there is to be no overcrowding. A crowded window does not possess nearly the same selling force as that in which a few articles are well and strikingly arranged, the few being more arresting in their influence than the many. Neither is it advisable to place a variety of goods in the window at one time. Confine the display to one class with each display. Where there are two windows it is of course not necessary to display the same lines in each. It would, as a rule, be unwise. And if convenient, keep the window lights going for an hour or two after closing time. It will catch the attention of those who are abroad at night.

By giving a little thought to his windows it is within

TIMELY and intelligent preparation by the hardwareman for the fall and winter trade will beget him much business.

the power of every hardwareman to give uniqueness to his displays.

Attention to Interior Displays

Arrangements should also be made for making a special effort in the way of interior displays. It would be advisable as far as possible to group these in order that a concentrated effect may be made upon the mind of the customer after he or she has entered the store. Here, for example, may be made a display of ranges, one being kept in stock in operation under the charge of someone who can give demonstrations of its cooking properties at certain hours of the day. Separate displays should also be given as far as possible to self-feeders, gas heaters, and oil heaters. Still another display that would be of particular interest to housewives would be one of supplies for the kitchen. If possible it should be made to represent a modern kitchen.

By the use of screens or curtains it is a comparatively easy matter to arrange a number of good individual displays.

A Rest Room for Women

A rest room for the women who enter the store will be found to be a profitable investment, for by a little skilful arrangement of seasonable Fall and Winter goods, it can be made to serve as a sample room as well as a place in which customers can find a resting place. By serving tea or coffee, or both, the dealer will improve his standing with ladies. By using in the process tea and coffee pots which he has for sale it should be possible to obtain a few orders for these, particularly

if the opportunity is seized for drawing attention to their peculiar merits. It is scarcely necessary to say that this should be done tactfully.

Plans for the Advertising Campaign

As a campaign cannot be carried on successfully without the aid of advertising, it is advisable that plans should be made for carrying this out in the most effective manner possible. Advertising to be effective demands time and attention. It does not require great skill to write an effective advertisement. All that the dealer has to bear in mind is that he should put on paper, in as brief and concise a way as possible, the particular selling points about the goods he is advertising. If he turns over in his mind what he would say to a customer were he talking to him face to face he would soon be able to determine what he should say in his announcement. Give particular attention to the first lines. The very first line is intended to arrest and hold the attention of the reader. Consequently it should deal specifically with the subject in hand. It is inadvisable as a rule to put the name of the advertiser both at top and bottom of the advertisement. Not only is it waste of space, but it impairs the effectiveness of the advertisement.

The distribution of neatly printed illustrated circulars will aid materially in pulling Fall and Winter business. But do not allow them to take the place of newspaper advertising.

That preparation for Fall business along the lines suggested will be productive of good results there can be no doubt.

Meet Demand for Better Stoves

The gas range has helped to stop the sale of the smaller cheap ranges in the city, and the stove business has changed to such an extent that the dealer has to sell something extra fine at a good figure in order to make his stove business profitable. This is due in some measure to the fact that he is not selling as many coal stoves as in years gone by. He now has to change his tactics and meet the demand for better goods by displaying them on his sample floors, and by using that character of explanation and giving that information in reference to them that is given in other stores which have taken up the sale of stoves in recent years.—Hardware Age.

* * *

A little attention paid to the display of stove polishes, brushes, daubers, enamels, etc., in the stove department will also bring a nice little profit to the regular business. There is a good profit attached to all of these lines, and as the good housewife takes a delight in a clean stove, she is always interested in a display of articles that may be used for cleaning purposes.

* * *

Careful preparation is essential to a successful Fall stove campaign. The dealer should start early to lay his plans for the campaign. He should do so for two reasons. First, if he waits until October he will find himself too busy, probably, to plan intelligently. Second, stove selling is an educational proposition—the "prospect" must be slowly and steadily educated to the buying point. And "education" takes time.

Why I Trade at Home

Because the city is largely made by trade. What helps the city helps me.

Because I want to see and compare and personally select the things I buy.

Because I live in this town. It supports me and I wish in every fair way to help support it.

Because the delivery, credit and other store service given by local concerns deserve my patronage.

Because home trade is one strand in the supporting cable that joins this city to progress.

Because I can really trade in this city to advantage. Prices in the larger city, with higher rents, salaries and other costs, are in the general run, necessarily higher.

Because I believe in the live and let live principle. I make my living here and will do my share to help others make theirs.

Because I want good goods, produced and sold under fair conditions. I know how goods made here are produced and I can buy them safely.

Because things that I want that our local merchants do not have in stock, they will gladly order specially for me, securing them more quickly than I could and meeting competitive prices.

Because my great opportunity lies in the growth and prosperity of this city, which can come only through the general prosperity of my neighbor citizens.—The Zenith.

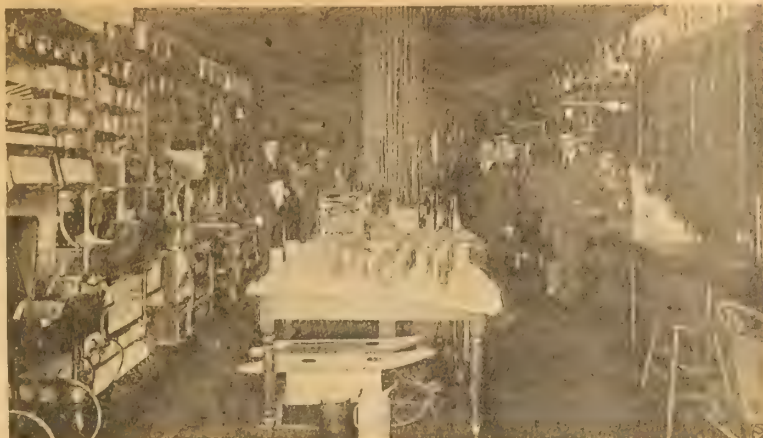
Cummer-Dowswell, Ltd., Hamilton, have increased their capital from \$250,000 to \$400,000.

Method of Making Stove Department Profitable

Handle one good line—Importance of all sales factors—Simplify selling talk—Proper installation important.

By H. B. HUFFAKER

Interior of store, showing stove department, of Cameron & Carscadden, at Wynyard, Sask.



IN taking up the question of stoves I am going to confine myself to the matter in hand only so far as it concerns the retail store, and those who have to do with the buying, selling, setting up, and using of stoves. Considering these subjects in their natural order of sequence, the decision on, and buying of, a line or stock of stoves is the first thing to be considered. Shall that decision be given to a trade-mark line of established merit, and comprising the various styles, sizes and kinds suitable to the territory in question (and the territory must also be considered, if wisdom prevails) or shall it be a stock of indiscriminate makes, selected at random and with the consideration of price alone controlling the selections?

Pays to Handle Leading Line

Observation covering a large territory, and personal dealings with numerous dealers who have followed both plans, leads me to believe that the most successful merchant; and the one who coins the largest profit, is the one who follows the plan of featuring a trademark line providing the line carries a large enough variation of styles and sizes to suit the needs of his trade, and has popularized itself with the user both by generous advertising and satisfactory service. This plan enables a dealer to centralize his business, makes his account attractive enough to the manufacturer to get the lowest price, and many other equally desirable considerations which manufacturers grant only to a loyal customer.

After a line is decided upon, it then remains to select the units from that line that will best supply the wants of his trade, and upon the wise selection of these depends his ultimate success from a profit standpoint.

The stocking of one or two patterns that prove unpopular cuts into the profit of those that are popular, in numerous ways. They tie up money in investment, they occupy floor space both in the salesroom and warehouse that is valuable, and they require attention and care equal to the ones which are salable, all of which means overhead expense.

Assuming that these preliminaries have been carefully taken care of, the business of stove merchandising has just begun, for it is only after the wisdom of these decisions has been capitalized by a satisfactory sale, that profit begins.

The Man Who Polishes Stoves a Factor

And it's at this point that the selling force must show its mettle, and I wish to emphasize that the man who uncrates and blackens the stove that goes on the

floor is no less important to a successful sale than the man who actually makes the sale. A poorly blackened, poorly assembled stove is about as hard for a salesman to handle as is a last year's hat or badly wrinkled gown. Extreme care should be used in the assembling. All linings, grates or shelves should be in place and all nicked and steel parts should have the oil rubbed off and be well polished, and above all, the cast parts should be well blackened. If these essentials are taken care of, the salesman who cannot make a creditable showing at the end of the season has surely missed his calling.

Do Not Have "Pets"

In approaching a prospective customer, a salesman should not have a "pet" in the line. He should first ascertain something about his prospect's needs or desires. If he expresses a preference for a steel range he should not be urged to buy a cast one at first. If he wants to look at a cook stove he should not be shown a high-priced range at first. If he wishes a stove for heating purposes the salesman should first learn what kind of fuel he expects to burn and then ascertain if possible about how much space he expects to heat. A successful sale is much easier accomplished if the prospect's desires are at first understood and he is first shown something as near as possible to the idea he had when coming in to look. It is always desirable to sell a customer what he wants, but if he happens to want too small a stove for his purpose, or as is often the case, a cheaper article than is consistent with good quality, it is up to the salesman to change his desires, to create in his mind a wish for the better or larger stove, and yet to make him feel that the final decision is his and not the salesman's. This result is more easily accomplished if the prospect's expressed wish is first catered to, and the change of heart brought about by degrees. The salesman cannot do this by getting his prospect in an antagonistic frame of mind by opposing his expressed wishes in the beginning.

Making the Arguments Simple

I think a very essential feature of a salesman's talk is to keep within the bounds of the prospect's understanding. He should vary his comparisons to suit the environment of his prospect. If his prospect is a farmer, his argument for additional size, for instance, should be based on the pulling power of a horse, if it is price, he should compare with the price of a farm implement. If his prospect is a professional man, mechanic, or common laborer, he should find some

basis for comparison that would be in line with his prospect's natural thought.

How to Avoid Naming the Price Too Soon

The price of a stove, i.e., a specific price on a particular stove, should be about the last thing mentioned, but it's usually the first thing asked for. First, make you selling talk, and a few customers will again insist on a price if your hearing is poor and your talk is interesting. If price is insisted upon, generalize by saying that prices vary according to style or equipment.

You can say to the customer: "You can buy this pattern, for instance, for from \$40 to \$65. You can get either a square or reservoir, with or without a closet, etc., all of which makes a difference in the price.

"Now, take this oven for instance, or this fire-pot," etc.; any feature on which your mind may fasten, and if your logic is clear and your description interesting

satisfaction of the customer and the influence he may exert for or against your store in the future reverts to the stove blacker, for more often than otherwise he is also the man who does the installing.

It is possible for him to either increase or destroy the interest of the customer in the future of the store. If he is discourteous, indifferent to the wishes of the customer or slipshod in his work, he will at once destroy all the satisfaction or confidence created by the salesman.

It should be his aim to set the stove up under conditions that will absolutely guarantee its future operation, and should explain in detail the working of all dampers, draft slides, etc.

If the housewife should wish the stove placed where he thinks it might not work properly, he should take especial pains to explain this to her in a judicious way and to give his reasons.

If the chimney seems poor or the outdoor conditions should not be conducive to a good draft, he should suggest to her some of the things she might be called on to contend with, and suggest a possible remedy, and then if the stove should happen to not bake or draw properly, she would know the reason and not condemn the stove or think she had been beaten in the sale and would not lose confidence in the firm that made it, but on the contrary would give them credit for being able to forecast the results she was getting.

In all my experience in adjusting stove complaints for manufacturers-I think at least 90 per cent. of them were traceable to improper methods of either selling or installing.

The completion of the sale and proper installation should not end the dealer's or salesman's interest in the transaction. The customer's approval or disapproval should be solicited the next time he comes in the store. Many times some little thing he does not understand about the operation will spoil a baking, yet they will hesitate to mention it for fear of exposing ignorance or drawing criticism for lack of knowledge.

Yet if this condition is permitted to continue, they will come to blame the stove and will condemn it to their friends and neighbors and destroy the prospect of future sales in their locality, where a little more interest shown by the salesman would have rectified their mistake and made of them future boosters for the line and would send any other prospects they could influence, not only to the same store, but to the same salesman.

In conclusion, there are always legitimate complaints that may occasionally be made about every line. Defective workmanship or material may get by the most rigid inspection once in a while, and these should be given instant consideration, and a satisfactory adjustment made at once, for if your line has been wisely chosen the whole factory force is behind you and more than anxious to remedy any defects of this kind, and will thank you for calling them to their attention.

SELL ONLY ONE HIGH GRADE LINE

There is no question but that in selling stoves to-day it pays to handle and sell a high grade line. No dealer can sell two lines of stoves profitably any more than he can serve two masters. Many merchants, even to-day, are making the mistake of trying to push several lines of stoves, leaving it to the customer as to just what stove he will select. That is the reason that so many times dealers lose customers after they have practically clinched sales.

Rent Agreement with Privilege of Purchase

Tillsonburg April 1916

BETWEEN

Chas W Conn AND James Newlynwed

1- This is to certify that I have this day hired from Chas W Conn the said Chas W Conn three months with the privilege of further retaining as long as the rent is promptly paid, the following chattels: 1 No 9-18 North Pole range with
near. & high shelf. \$45.00; 10 length pipe \$1.00, 2 elbow. 40¢, 1 collar 10¢,
1 copper boiler \$4.00, 1 copper teakettle \$1.50, 1 dulfer, 2¢, 2 pipe flts. 25¢
1 iron kettle, 75¢, 1 water pail, 20¢, & 2 bake pans. 45¢

valued at \$54.00 (Fifty four dollars) for the use of which I agree to pay to the said Chas W Conn \$1.10 a delivery and \$1.32

per month, payable monthly in advance, and at that rate for any fraction of a month, at the office of the said Chas W Conn at Tillsonburg

2- And in consideration of the renting to me of said chattels I hereby agree that they shall be kept at and not be removed from my premises, namely 44 Broadway St., Tillsonburg, Ont. without the consent of the said Chas W Conn first had in writing. I agree to preserve Chas W Conn carefully and that when returned to or otherwise repossessed by the said Chas W Conn they shall be in as good order as when received by me, ordinary wear from careful use excepted.

3- In case of any damage to or loss of said chattels from any cause other than careful use I agree to pay to the said Chas W Conn the amount of the said damage, and in case of the destruction thereof from any cause, to pay the above valuation less any amount of rent which may have been paid.

4- Provided, however, that these presents are upon the condition that if I shall fail to perform any of my agreements as herein provided, said Chas W Conn shall have the right without further notice or demand, to take possession of the said chattels and remove the same and for that purpose to enter any place of mine where said Chas W Conn has reasonable cause to believe the said chattels to be, without being deemed to have done anything wrongful and upon such taking, said term and my right to hold or use such chattels shall cease but without prejudice to the right of said Chas W Conn for arrears of rent, if any, or on account preceding breach of agreement.

5- I hereby agree that if said James Newlynwed continue to hold said chattels and pay rent therefor, on or before the day it is due as herein provided until payments have been made, amounting to the valuation aforesaid, said Chas W Conn shall become the property of the said Chas W Conn but until the completion thereof said payments, said Chas W Conn shall remain the property of the said Chas W Conn

(Signed) Chas W Conn James Newlynwed

Reduced Facsimile of the Stove Lien Note Used by Members of the Ontario Retail Hardware Association.

they will seldom ask you the price again until you are willing they should.

The salesman should always be posted on the line he has to compete with, not for the purpose of making voluntary comparisons, but he should know wherein his line differs from other constructions, that he may the more easily recognize the line he is in competition with, by remarks or criticisms made by his prospect. He will then know about what priced stove the prospect has in mind, and his judgment will be better in the selection of the particular stove or size he wishes to sell.

I believe it doubtful wisdom for the salesman to ever mention a competitor's line by name, and should it be named by the customer, further reference should be made by saying "the line you mentioned" or "the stove you referred to," and I think it well to remember that many more sales are made by showing the perfections of the line you are selling than by criticizing the imperfections of other lines.

Proper Installations Important

After the sale is concluded and the salesman has obtained all the data necessary for the proper delivery, about which he should be very careful, the continued

Prepare Now for the Stove Selling Season

*Opening of fall the best time to push for business—
Plan of a merchant—Demonstration that sold stoves.*

THE opening of each season brings with it the demand for the merchandise peculiar to that season.

With the opening of September and the first touch of Fall weather, the thoughts of the people "lightly turn" to the matter of preparation for comfort during the coming long winter season.

Comfort means primarily in this latitude adequate heating facilities in the home. That spells, in the smaller places and in the country especially, heating stoves of various types and sizes.

What are you doing to capture this trade?

Have you a nice line of heating stoves, base burners and other varieties on display on your sales floor?

Are they polished and burnished until they appear in the most attractive manner possible?

Have you featured them in your newspaper advertising?

Have you written any personal letters requesting prospective purchasers to come in and see your line?

Have you made use of the advertising matter furnished you by the manufacturers?

Have you canvassed the local situation in order to ascertain where the sales possibilities lie?

Have you studied the offerings in the catalogues of your biggest competitors so that you know what they have to offer to your trade as an inducement for your trade?

Not until you have done all these things are you prepared to take care of this seasonable demand.

This is primarily an advertising age in which we are living. The people have come to depend to no small degree upon advertising as a means of enabling them to determine what and where they shall buy.

Others are working in your neighborhood for the heating stove business. And, like the goblins, they will get it if "you don't watch out."

A successful hardware merchant was telling recently of a method which he used the past winter and which resulted in many sales of his better stoves.

This man purchased from a prominent catalogue house a heating stove which they offered as a leader at a very low price.

In arranging his display of stoves on his floor, they were graduated according to value and price from the door backward, with catalogue stove nearest the door.

No tag of any kind was on this stove to indicate the source from which it came. It was, however, plainly tagged at a price which was considerably less than the dealer paid the mail order house for the stove.

People entering the store and seeing this stove, naturally stopped to look and examine, being attracted by the low figure at which it was priced.

Their interest was aroused and it was comparatively easy matter for the merchant or his clerks to gradually lead the customer back along the line of stoves to the higher priced and better grades.

He attributed his sales in no small degree to the way in which he priced this stove and arranged his entire stock.

It may be that a plan of this nature would aid you in your season's business which is just opening.

Is it worth a trial?

DEMONSTRATION THAT SOLD STOVES

If you wish to sell an article, show it, says a writer in *The Hardware Trade*. Better yet, if it will adapt itself to such usage, demonstrate it.

A Western hardware dealer handling stoves put this advice into practice, and in a letter he tells how he conducted his campaign; and also the value of demonstrations:

"Our demonstration lasted five days, during which time we sold 17 ranges and received orders for 8 more to be delivered later in the season. We trace the future deliveries to the fact that we gave a set of kitchen ware with each range bought during the duration of the demonstration.

"We believe thoroughly that a demonstration about once every two years is of benefit as it awakens interest and calls attention to special new features which are added to the ranges from time to time. In several instances we exchanged new ranges for our customer's old ones, thus adding to our profits and to our customers' satisfaction.

"It is very hard to realize the exact amount of benefit accruing to such a demonstration, as it may be months or possibly a year after the same that we could trace sales directly back to it.

"During the week of demonstration we re-arranged our entire stock with a special eye to making it appeal more than ever to the ladies. By showing lines which



Preparedness for stove selling season of Kilpatrick Bros. London, Ont. An extensive display of their lines of heaters and ranges.

are of special interest to them, we make a large number of sales that would otherwise not be possible.

"Taking everything into consideration, a demonstration will increase any store's business provided proper attention is given to all the details, such as arranging stocks, advertising, and in a general manner showing enthusiasm and appreciation of the attendance of the ladies."

Improving Stove Sales System

THE effort it takes to sell a stove, whether it be a gas stove for summer or a coal range for winter, generally depends upon the energy and thought extended in making preparations, says a writer in *Hardware Age*. I know a long-legged dealer who says that shows and stoves are much alike. I couldn't see a comedian or even a chorus girl in stove selling, and ventured to tell him so. His come back was like the crack of a whip, and before he finished I saw that slender chap transfigured into the stage-manager of the opera stoves.

"You see it's like this," he started, "when I was about the size of a Northern grown peanut the withered-skinned old school teacher in our district began to pump 'What's worth doing is worth doing well' into my head. She drove the idea into me so deep that it didn't come to the surface until I began selling hardware. In the store where I first worked they did many things well. I was one of them. They did me with promises of a future that vanished into thin air when the boss' two boys came home from college and entered the managing end of the business by the front door route. They also believed in doing things well when it came to pushing firearms, sporting goods, nickel plated ware and cutlery, but if any one tried to put a little class into the paint or stove departments it started a riot.

"When I left that store I traveled a while, and all along the line I found all the fuss and feathers made over the old hardware favorites that usually cluster in right-hand cases around the front door. I once knew a happily married fellow who said he chose his wife by avoiding the girls people went crazy about, and I chose to tie my future as a salesman to the sadly neglected stove line.

"In the store where I had first chance to get action on my ideas they handled stoves just as they do in the average store. Had a few samples on stove castors and a few more on a little platform up by the housewares. Like most stores, too, these samples were continually littered with sauce-pans, horse-collars, sweat-pads and bird-cages.

"One day I ventured to tell the boss that the system was wrong, and he told me to change it if I had any improvements up my sleeve. Say, I'd been waiting since I had graduated from the shining department for that opportunity, and I tackled the job nights so that I wouldn't be interrupted by customers or suggestions that might swerve me from my ideal. When I came to ask for an appropriation of \$40 for the material I needed, I did so with an idea that the amount would be pruned like a flock of office holders after a change in administration, but the old man was a diamond in the rough, and he merely grunted as he put an O. K. on the list. I built a room at the back of the store. It was 12 x 14 feet, and open at the side. I decorated it with all the care and skill at my command, and limited my samples, which I placed around the sides of the room, to seasonable staple goods. I hung a few pictures in my model salesroom, and felt a world of satisfaction as I spread a grass rug on the floor. That rug didn't cost much money, but it was the best little business investment that went into the new stove department.

"The next best thing was a chair. Any of you fellows who have sold stoves on a retail floor have seen people take turns resting their legs as they stood to hear your selling talk. I got the chair idea from a fat woman on a hot day. She wanted a range, and I was going down the line reeling off information about grates, ovens and heat regulation, when she flopped over in a faint. We took her home in the boss's automobile, and it was six months before I made that sale. Now when a woman comes into my little stove room the first attention she gets is to have that chair placed right in front of the stove we are going to talk about."

The writer continued that the handling of his customers was given the utmost care and attention. He first thought of their comfort, and then showed the special features of the stove that stood before him or her. By having only a few samples he was able to demonstrate more satisfactorily the good qualities of the stove. This rule followed throughout all stove inquiries, brought added business, and more than justified the expense incurred in building up the little stove room.

RANGE AUCTION HELPED STOVE SALES

Hardware Dealers Magazine tells of a hardware firm who selected a high priced range, displayed it prominently and announced both in their paper and by direct letters to their townspeople, that sealed bids would be received for a period of one month, naming an hour on the last date at which time bids would be closed. At the appointed time bids were opened and the stove sold to the highest bidder. Nine bids were received, the winning bid being \$46. The stove retails at \$55 and cost the firm several dollars less than the price at which it was sold during the auction. As a result of the auction the firm secured nineteen other range prospects whom they expect to sell during the season. They consider the showing remarkable in view of the size of their village (about five hundred with good surrounding farming country).

ALL AIDS HELP SALES

Many schemes of varied nature have been introduced to assist in the sale of stoves. Auction sales, contests and premiums are among the ideas introduced with varying degrees of success. Dealers sell stoves by sealed tender, hold guessing contests and give ranges as prizes, offer turkeys or assortments of kitchen utensils as premiums with every sale, hold demonstrations and in many other ways strive to attract public attention to their stock.

GETTING STOVES OUT OF STORAGE

In a few weeks people will begin calling for their stored stoves. It is not a bad idea to drop a return postal card to your customers, to indicate whether or not they would like to have their stoves cleaned and blacked before being set up. By this arrangement a good share of the stoves can be made ready before being called for. This will expediate matters considerably, and prevent some unpleasantness which occasionally occurs with the advent of an unexpected cold snap, when every one will be called for their stoves at once.

It is a pretty safe rule to show no partiality in serving customers. Take each in their proper turn.



Splendid window display of complete stove line and accessories.

The Importance of Good Stove Window Displays

*If properly made should be profitable—Value of window space—
Displays that pull—Fall decorations and home-made backgrounds.*

MORE and more emphasis is being laid on the importance of the realistic element in window displays, whatever the subject of the displays may be. A spacious window containing a cold, inanimate array of goods is considered inferior in drawing power to the small window with a limited number of items but placed in an active, suggestive setting.

In other words, the display must be so characterized as to express the particular function of the goods shown. This delicate element, which may be called environment or atmosphere, is the thing that counts. Without it the goods are as completely shorn of their attributes as a bird with clipped wings or a fish out of water.

The accompanying picture of a store window display is a good example of trimming for this season of the year. It has double value in that it couples up with the stove display a number of utensils used on the stove in cooking and a variety of general kitchen goods. Often the selling of a stove means the sale of some household goods also, and the sale of kitchenware often leads up to stove sales, at least the ambitious dealer has thereby a name to add to his stove prospects, and the proper handling of these prospects very often induces sales.

HOME-MADE BACKGROUNDS

Wall board makes acceptable and attractive backgrounds for merchandise displays. It costs comparatively little, is easily fitted, and lends itself to a variety of treatments. It may be used either plain or with stenciled designs. It may be painted from time to time, thus giving the effect of a new setting for the display. A dealer in a small town hit upon a plan for making such a background. To the uprights above the back edge of the window bed on either side he attached two pieces of steel, in the shape of a capital "E" with the central dash lacking. Into these four grooves or holders fitted a light wooden frame measuring about thirty-six inches in width. This frame work was covered with white oilcloth. It was a simple matter to remove or replace this background, an upward lift of about four inches being sufficient to let it swing free, when it is easily taken out.

When a dark back is desired, cloth of the desired shade is quickly placed over the oilcloth covering of the frame work, and so on with other colors. The advantage of a background is thus at a small cost obtained.

STOVE DISPLAYS PROFITABLE

An attractive background adds as much charm to a display of stoves as it does to the finest hardware display. Too many dealers take the opposite view, and think it a waste of money to arrange an attractive stove display. A great many have already discontinued the stove business and many others are seriously considering doing so, giving as a reason that the business is unprofitable. Whenever you find a dealer in this frame of mind, a little investigation will, almost without exception, disclose the fact that this branch of the business has been given scant attention, so far as arrangement and display is concerned, and that the dealer lacks the nerve to get a price. Properly handled there is no branch of the hardware business more profitable than stoves.

FALL DECORATIONS

The Fall or Autumn season is a period of the year when the window dresser may use sprays, flowers and fruit as decorative features. It is in an environment of autumnal tints that the man on the street and the woman of the home live, and it is merely an axiom to say that nothing else can so fittingly produce the seasonable atmosphere that is required to set off the seasonable goods, and supply that measure or suggestion that quickens the inducements of the merchandise itself.

In the autumn, more than at any other period of the year, there is an inclination towards profusion in display. Many window trimmers are apt to load up the background, especially along the base—and many the foreground—with all manner of natural decorative effects. The use of these in moderation is very good, but make sure your goods have the central space, and a judicious use of price cards will help the window's worth.

THE WINDOW THAT PULLS

Eliminating the guesswork in any business means the concentration in effort that puts the punch in the results. Wasted effort is the worst leak in modern business. The man who knows and goes about his job with a definite proposition in view, not only saves his time, his labor, but very often produces exactly the results for which he is striving.

The window dresser who gathers up miscellaneous odds and ends of stock, crams them in and then wonders why his window doesn't make sales, is the man who has not taken the trouble to acquaint himself with those features which render store windows attractive.

The art of dressing attractively the hardware store window is not difficult to acquire. Just as a pictorial artist considers his space which he has at his disposal, so the first thing to do is to study carefully your own window space.

In a large number of cases the size of the window itself, its cubical contents, eliminates the possibility of

certain styles of window dressing. In the large window most anything or everything is possible in the way of displays. It is the man with the moderate-sized or small window who usually is puzzled to know how to get the most out of it.

VALUE OF WINDOW DISPLAY SPACE

Window display space is worth dollars and cents to the hardware dealers, and how many there are who do not use that space to the best advantage and get all they can out of it in the way of increasing sales. Artistic displays are always attractive, but a busy dealer frequently does not have the time to arrange what might be termed an unusually attractive window. Many retailers allow their windows to loaf instead of keeping them at work attracting customers. Too many fill up their windows with poorly arranged staple goods, which are changed only at long intervals. Pedestrians who pass by frequently learn in a short time to spot stores of this character whether they are in hardware or other lines and give the windows of such stores scarcely a passing glance.

Not only should window display be changed frequently, but care should be used in putting the right kind of articles on exhibit. Women shoppers, in particular, are often at a loss as to what kind of a store to go to for a certain article and if a woman shopper has not seen the article she wants in the display window of a hardware store and is uncertain who carries it the chances are that she will make her first inquiry at her grocery store where she trades every day.

In connection with the windows, displays will sell flue stoppers, pipe collars, dampers, stove shovels, pokers, mica, furnace scoop, enamelware and many other lines connected with the stove business that might be overlooked or unthought of by customers who are making purchases in or near the stove department.



Window display made by Cowan's Colossal Hardware, London, during their recent ten days' stove demonstration, and the interior of the store, showing the lady demonstrator.



Publicity's Place in the Stove Business

Plan to draw customers to store—Co-operate with manufacturers' advertising department—Make your wording different from stereotyped form.

The merchant who plans to build a satisfactory stove business must do something to draw customers to his store, in addition to talking intelligently to them when he gets them there. The subject of publicity is therefore a very important one.

There are few lines of household goods of which the makers have developed plans for such effective co-operation with dealers as have the stove and range manufacturers. The first thing, therefore, that a hardware merchant should do towards a publicity campaign on stoves and ranges is to get in touch with the advertising department of the manufacturer whose products he handles. The manufacturer is always ready to help, and will even lay out the ads. for the dealer.

In the use of ready-made stove ads., however, a word of caution is necessary. The publicity department of the manufacturer can know little of the peculiar local conditions confronting the dealer and the kind of people whom he wants to bring to his store. The merchant should, therefore, inject as much "local color" as possible into any publicity campaign which the manufacturer may plan out for him. Too many of the "ready-made ads." which are offered to dealers in electrotyped form have a "cut-and-dried" aspect, which gives them less pulling power than these same ads. would possess if modified slightly to suit local conditions.

SELLING STOVES THROUGH CIRCULARS

The use of space by the merchant in his local newspapers can be supplemented very effectively by a series of circular letters. In order that such letters may be effective, it is essential that they shall not only be written in a clear, convincing manner, with an avoidance of bombastic exaggeration, but also that they shall be well printed. It is the poorest kind of economy to save 50 cents in paper or printing on a letter that ought to sell several \$50 ranges. A carefully compiled mailing list, not overlooking the newcomers in town, is necessary also.

The first sentences of a circular letter are most important, for, unless the opening words grip the reader's attention there is danger that the letter may be used to light the old range the next morning instead of influencing the purchase of a new one.

MAKE ADS. SIMPLE AND SENSIBLE

A point which should enlighten the merchant somewhat in regard to advertising is the fact that oftentimes one overhears the remarks that the fellow who wrote this ad. must think it is smart, while on the other hand, from the reader's point of view, they are really foolish. This should convince anyone who is contemplating writing advertisements that it is as much his duty to make it sensible as well as simple. Of course, in making simplicity an important factor it necessarily would mean that something very sensible is compelled to be written because of the fact that the reader's attention must be gained, in such a way that they become interested and enthused over some offer which

the merchant makes through his advertising medium.

It stands to reason that simplicity is an invaluable asset because too much money has been expended in the past for advertising which in reality is mysterious, and while this stands true and merchants unintentionally state that they have derived no results, it can be seen that by employing more simplified methods the subjective will be brought out much more clearer to the reader and thereby the volume of business would be immensely increased. In order to write successful advertising in which the merchant can accomplish his original purpose, he must confine his efforts to certain forms which consist of interest, simplicity, and honesty. These three are the really big requisites in advertising. In the next ad. that is written by the reader it is hoped, that it will be found profitable to adopt a system along the line which has been related in the above and which is known to be worthy of much consideration.

PUSHING ADVERTISED GOODS

We merchants are in business to supply the people with what they want, says a retailer in Printers' Ink. No one merchant can carry every brand, but every well-conducted store should have those brands for

Taylor's Heaters

OF "HARDWARE DOINGS"
PUBLISHED BY THE GEORGE TAYLOR HARDWARE, LIMITED
NEW LONDON, ONT.
VOL. 1, NO. 195
SATURDAY, SEPT. 23, 1915
PRICE, 10 CENTS
COURTESY

NOW'S THE TIME TO BUY YOUR HEATING STOVE

and while the matter is of timely importance do not overlook the fact that we handle the celebrated McClary line of Heaters and Ranges. Consider the importance of this statement. McClary stands for efficiency and economy in the stove world and when you purchase a McClary you are assured of getting the very best in every way that is possible to obtain for the smallest amount of money.

"Belle Oak"

is a popular heater. It is fitted with Duplex grate and burns coal. It has mica lights in front door, nickel plated trimmings, heavy cast iron fire pot.

No. 120, with firepot 11 1/2 inches by 18 inches	\$13.00
No. 148, with firepot 13 1/2 inches by 4 1/2 inches	\$18.00
No. 160, with firepot 15 1/2 inches by 6 1/2 inches	\$18.00

Feed pots for No. 148 and 160 cost \$1.00 extra. A Feed Pot saves work and worry because with one you need only coal the stove once a day.

"Very Hot Blast"

heaters burn hard or soft coal. They have a straight firepot lined with fire brick. It is finished with Nickel plated trimmings and is particularly suitable for stores, schoolhouses, hotels, etc.

No. 40, with firepot 10 inches by 40 inches	\$13.50
No. 60, with firepot 12 inches by 43 inches	15.00
No. 80, with firepot 14 inches by 46 inches	17.50

"Tortoise" or Quebec Heater

No. 2	\$7.00
No. 3	8.25
No. 4	10.50
No. 5	14.00

We have another grade of Tortoise Heaters selling at the following prices:

No. 12	\$5.00
No. 13	7.00
No. 14	8.50

"Award of Merit" Received

As an evidence of the timeliness and general utility importance of our windows, we received some days ago an "Award of Merit" from the Race Leaders of the World Association, as a prize from a contest which has been running for some months and which embraced practically every retail store on the continent.




How a Northern Ontario hardware firm last year gave publicity to their stove line by issuing a little newspaper of their own.

which such a demand has been created through advertising. To make a business pay you have to work up a good volume of trade, and you will get that volume quicker by pushing well-known, advertised brands of goods than any other way.

Make Use of National Advertising

THERE is one valuable asset to the retailer, whether he is in the large city or the country town, whether he is located on "Main Street" or a side street, whether with thousands or hundreds of dollars' worth of stock—and that asset is "National Advertising." Many retail dealers do link up with the manufacturers' advertising campaign—they write him for selling helps and ideas, they follow his advertising schedule, they feature his goods in their windows and local advertising. They are the stores you see every day moving from the side street to Main Street—and staying there!

In these days of strong, relentless competition the man who stays often knows the outcome was the survival 'of the fittest'; he may be a better buyer than his immediate competitor; he may be more apt at training his clerks in the proper methods of merchandising, but, all other things equal, he has the better knowledge of advertising.

The word "advertising" in this sense does not mean that he must have a large sum of money to spend for space in the newspapers—rather that he take advantage of the millions of dollars spent annually in the magazines by the "National Advertisers," by featuring to the limit the nationally advertised lines of goods.

It would surely pay any dealer to select the nationally advertised lines in his store, write the manufacturers for selling helps, and then feature them in A1 style. It would be surprising how easily such lines would sell.

Women throughout the country read the ads., and in such cases as they see the article in the window or notice it featured in the dealer's local advertising of their favorite store, as well do you fail to realize how valuable an asset it is to the retailer, for the woman steps confidently into the store that she sees features nationally advertised lines.

To sum up, the retailer should feature nationally advertised lines for these reasons:

1. Because of the vast amount of high-class publicity that goes with them absolutely free.
2. Because, by a little extra effort and trouble the dealer can link up his windows and local advertising and secure added strength and prestige for his store.
3. Because nationally advertised lines sell with far less effort and afford quicker turnovers of stock for the money invested.
4. Because of the feeling of confidence his trade has when they know he features such goods.
5. Because it takes less of his own advertising efforts, and what he does goes farther than trying to push a line that is unknown.
6. Because nationally advertised goods have to be the best on the market in order to hold the place advertising gives them.
7. Because the newest designs, shapes or patterns are always found in such lines.
8. Because it is good business ethics to keep what the consumer wants, for if you don't your competitor certainly will, and if the consumer does not find a certain standard article in your store he is apt to buy many others as well off your competitor.

RETAIL ADVERTISING BADLY DONE

"Retail advertising at present is done very badly," said a prominent retail store manager a few days ago,

"in spite of the fact that we are training ourselves to do better work and through the medium of advertising clubs and similar organizations to know more about it. We educate the public to expect special bargains at reduced prices when the moon is in some particular quarter, or at the full—and yet our fixed costs,—our expense of doing business, remains the same, day in and day out. Our institution has done away with special sales and bargain inducements altogether, and we find that it works, in the long run, to our very great advantage. Though I believe that most men are good at heart, and will do the right thing if they are intelligent enough to see what it is, we business men have fallen into a habit of conventional misstatement in our retail advertising which we first endure, 'then pity, then embrace'—and finally forget that it is wrong."

ADVERTISING IN SMALL TOWNS

It is not difficult to find the best medium in which to advertise a large store in any of our largest cities, for there the best mediums are ready and waiting. In the country, however, it is an entirely different story. The one medium that is generally established is the country weekly. For good quick returns this sort of medium is, generally speaking, without a great deal of value. It remains, then, for the merchant to make his own medium, and it almost always turns out that this medium, whatever it may be, is expensive unless the population is sufficiently large to return a proper amount of business. A handbill is expensive because its distribution is hardly ever effective. Mailing circulars is practically out of the question because of their cost, except in communities where trade may be drawn from nearby towns, or where the farm population for miles around makes its trading headquarters in the advertising merchant's town.—Chicago Furniture Journal.

HAVE NAME FOR YOUR STORE

It is a good plan to have some distinctive name for your store, which will be readily remembered by the public; and the name or the design selected should be carried out both in the advertisement and on the store front.

If nothing better can be done, call it "The Red Front Store," and paint the front a bright red to distinguish it from the other stores on the block. If you can use a sign which is particularly striking, it is a good idea to reproduce in miniature your sign in the newspaper space, in order to identify your advertisement and your store in the public mind.

USE OF ILLUSTRATIONS IN ADVERTISING

Illustrated advertisements are very effective if the cut is appropriate, but a good display of type with plenty of white margin is usually more satisfactory. The dealer who keeps his eye open for advertising ideas will soon fall into the habit of producing good advertisements with little effort. A good plan is to keep a scrap book, and when you run across a particularly striking advertisement cut it out and paste in the book. In this way a stock of different styles will be on hand from which to prepare your weekly change of announcements.

Business-Winning Methods for Fall Sales

Good season for specialties—Photo supplies a good line—Marking pocket knives—Using manufacturers' helps—Furniture worth trying.

THE fall presents splendid opportunities for profitable trade in special lines. There is a long succession of articles which can be sold at this time of year and at practically no other. The fall seems to be a particularly good time for the disposal of new goods and novelties. People seem more inclined to buy articles which promise to increase the comfort of the home during the long evenings or to add a new touch of beauty. A Brantford hardwareman some

Camper's Special \$13.50
Tent 10' x 12' x 3'

Made of 8 oz. tent duck, well made and finished. A real snap at **\$13.50**

Awnings
for Windows, Porches and Doors

Don't delay—order now: All the newest patterns in material; workmanship guaranteed.

Edmondson & Petch
SECOND AVE. PHONE C. 260.

Ottawa dealer's scheme to get tent and awning business during the summer. They are also after the fall sporting trade.

time ago picked up a dozen expensive brass gongs, which he secured at a low price. After they had occupied a prominent place in the front of the store for weeks and had been in the window one week, there was just three of them left. "I made more on these gongs," said the dealer, "than I would in a whole year in some staple lines."

NOT HARD TO HANDLE PHOTO GOODS

Don't hesitate. Go into the camera business by all means, says a correspondent, and one Ontario hardware dealer, at least, has taken this advice. R. H. Bradfield & Co., Morrisburg, have made their photographic supplies an important department of their business. It is not necessary that men and women in the kodak departments should be professional photographers, but they should know something about the operation of cameras. This can be easily learned. In two weeks' time any man or woman can become proficient with a kodak.

It is not necessary that developing and finishing be done in the store, but it is advisable that this be taken care of by the dealer. In most cities there are developers and finishers who do this work for the trade. As to the best line to handle, and the terms of the contracts demanded by the manufacturers, we would advise direct correspondence with them.

SYSTEM FOR MARKING POCKET KNIVES

A clerk in one of the larger city hardware stores has put into practice a system of marking pocket knives that has proven very successful.

He prefers, he says, the flat-topped display boxes, as

one knife by itself stands out more distinctly than they do on the boxes where you have to use two. He displays boxes in the case beginning with the front left hand box and numbers from one to as many display boxes as there are in the case. This number is placed in the front left hand corner of the box and faces the salesman. He uses the ordinary metal trimmed marking tag and fastens them on with a paper fastener run through the lid of the box.

In the back right hand corner of the lid he puts another tag, and on this puts the selling price of the knife that is in the box. On the knife itself he puts only the box number. This number tells the salesman what the knife sells for and also tells him which box it came from. On the under side of the display box lid he puts the factory or jobber's name and their number of the knife; also the cost and selling price.

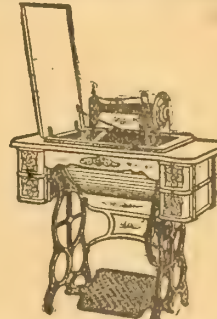
He finds that being able to tell the customer the price of the knife that he does not have to show one-half as many knives as before, and makes more sales than when the price was marked on the knife, besides keeping the stock in much better shape and condition.

When a certain pattern is sold out he has the number, cost and selling price right before him, and he finds that it keeps all his patterns displayed and also keeps the number of odd knives in the case down to a minimum.

USING MANUFACTURERS' SELLING HELPS

In spite of the many advantages accruing from co-operation, there are many retailers who do not take active steps to benefit by the proffered aid of manu-

THE "MCCLEARN HARDWARE COMPANY, LTD."
BALL BEARING SEWING MACHINE, WITH AUTOMATIC LIFT.



This Automatic Lift and Drop Sewing Machine contains more desirable features than any machine of this type ever produced and is absolutely without a rival.

When the leaf or top lid is raised and turned over the head of the machine raises automatically in position for sewing.

When open the frame to which the machine head is fastened is rigidly locked in position, but the construction prevents any vibration of the machine when running.

When the leaf is closed the head is automatically lowered through the table and is entirely closed in a stationary, dust proof case or frame.

The moving parts are directed positively by stationary guides and there is no spring used in any part of the mechanism.

The belt always remains in position on a balance wheel beneath the table.

While simple means of adjustment are provided the construction is strong and durable and will never wear out or get out of order.

This automatic lift is the BEST because it has no springs, has no vibration, it has positive action, it is trouble looking, it is perfectly durable, it is easily adjusted, it is never unbalanced below the table; it has stationary, dustproof leaf case.

STYLE No 34 A DROP HEAD—FIVE DRAWERS.

Cash Price, with order, **\$23.75**
Freight prepaid to nearest station. If interested write at once.

McClearn Hardware Company, Ltd.
LIVERPOOL

Nova Scotia firm has been making strong play for trade in sewing machines—one of their local ads.

facturers who send out printed hints and helps. Or, taking advantage, the aids from the manufacturer are not used with discretion and judgment. Thus most of the benefits are lost. It was a privilege not long ago to get in touch with a merchant who, although located in a comparatively small town, is nevertheless wide awake to the possibilities open to him and who is turning into actual cash the aid of the makers of the products which he sells. Booklets and pamphlets furnished are not thrown to one side and eventually relegated to the furnace. On the contrary they are put at work. Each package which goes out of the store contains printed matter which has been furnished the dealer. These booklets thus find entrance into the home where they are most likely to be read. Being read, in many instances sales result. Sales resulting mean additional profits for the dealer. Thus he virtually cashes in on the advertising which is furnished to him.

CASH REGISTER INCREASES SALES

A Western hardware dealer says: "I increased my cash business somewhat by installing a cash register and giving 2½ per cent. discount for the tickets when they accumulated to the extent of \$10, and that helps to increase cash sales, and if I could afford to give 5 per cent. discount, I could increase the sales more. But there are some things we don't make more than 5 per cent. on ourselves."

FURNITURE OFFERS POSSIBILITIES

Many towns throughout the Dominion which have well equipped hardware stores do not have a furniture store. As a result many hardware dealers stock a small showing of furniture. Others do not carry or sell furniture, with the natural result that furniture

sales go either to a nearby larger town or else to the retail mail order houses. If the prospective customer goes to a neighboring town to purchase his or her furniture, he is also likely to buy tinware, enamelware or other shelf hardware. He may indeed, become interested in a new range or heating stove or other article in the regular hardware line. Thus two sales are lost; the one of furniture, the other of hardware.

SAMPLING AND PRICING SMALL WARES

Most hardware merchants are handicapped for lack of room which is one reason and a strong one why they do not make more of small wares. Where this difficulty cannot be overcome some retailers have tried the plan of sampling and pricing articles of this kind whenever they may be located on the shelving and in the cases with the other goods, and they say this plan has brought good results. People like to read prices themselves and low-priced articles of good value, plainly marked and scattered through a store, make the whole stock more interesting.

STANDARDS OF PRACTICE FOR HARDWARE-MEN

1. To consider, first, the interests of customers.
2. To insist on the courteous treatment of every visitor.
3. To permit no misrepresentation.
4. To discountenance careless, slurring or offensive statements on the part of salespeople.
5. To avoid misrepresentation or careless indifference in advertising.

Too much stress can hardly be laid on the subject of personal appearance of the merchant and clerks, as, from the very nature of our goods, extra care is necessary that one may appear clean and neat at all times.

Business Methods as Discussed by Exchanges

FALL IS COLLECTION TIME

Fall time is collection time, so see if you cannot beat the other fellow to the shekels that will be reposing in the jeans, or bank, of the poor but honest farmer who owns his automobile.

Many districts in the Northwest will harvest heavy crops which are selling at phenomenal prices, bringing much money to the farmer.

It is an ill wind that blows no one any good, and this time the farmer, and the merchant if he is wise, will get the benefit.

But that benefit will not go to the fellow who is asleep at the switch. It will go to the retailer who is up and doing; who watches the local elevators and knows when his customers have money. Then he will go after them and secure a settlement.

Hit and miss methods will not do. Go after a man when he has the cash in his pocket and the chances are ten to one that he will pay up on the spot. Offend him? Why, of course not, if you use tact and diplomacy. You are not asking a favor. On the contrary you have done your customer a favor by extending him credit and it is strictly up to him to come across and

"Do It Now."—The Hardware Trade.

LAST MINUTE STOVE REPAIRS

The stove repair rush is about due. Orders which could have been placed a month ago and comfortably waited for, are now wanted immediately. When told that he cannot take the parts with him, the customer feels aggrieved. Though the company which manufactured the damaged stove, may have been out of business for a quarter century, to tell the owner this sometimes has a tendency to send him away with the suspicion that the dealer is trying to force him to purchase a new stove.

Some merchants claim that the repair business is, in addition to being a nuisance, often an actual loss.

So it is—if the orders are entered without a clear understanding of just what is needed. The customer, in many cases, will look dazed when the terms, "magazine, wings, dome, or fire back" are mentioned. To save time, where a man does not know the name of the part, some merchants simply have him indicate on a stove in stock, what is required. This settled information as to the make, size, etc., puts the dealer in a position to order intelligently.—The Zenith.

Speed is the keynote of successful business.

Canadian Hardware Journal

TORONTO

SEPTEMBER 1916

CANADA

Satisfactory Crop Outlook

It looks as if Providence is again to bless Canada with good grain crops. While of course there is the possibility that between now and actual harvest, adverse conditions may develop, yet there is at present every indication of another bountiful harvest.

True, the acreage under cultivation is smaller than last year. But there is much satisfaction to be drawn from the fact that the acreage under wheat is about 12 per cent. larger than in 1914. And that is not the only source from which satisfaction can be drawn. Something which is better than the mere acreage, is the fact that the condition of the crop is infinitely superior to that of two years ago.

The acreage under oats is 10,644,000, as against 11,365,000; barley, 1,397,900, against 1,509,350; rye, 159,685, against 112,300; peas, 101,420, against 196,210; mixed grains, 410,770, against 466,800.

The situation is certainly encouraging as far as the grain crops are concerned. And the same thing can be said regarding the country's important hay crop.

There is nothing like good crops to maintain good business.

No advertising or educational campaign can succeed that is not founded on absolute truth, therefore, all that may be said and done must bear the stamp of sincerity.

Plenty of Money

One month after another during the better part of a year the deposits of the Canadian people in the banks of the country have been regularly breaking records. The record established by last month's returns was a most striking one, the total amount on deposit in banks at home and abroad being the enormous sum of \$1,372,600,000. This was an increase of \$227,000,000 over the corresponding month of last year.

The amount on deposit in the chartered banks of Canada alone was \$1,195,700,000, an increase of nearly \$163,000,000 for the year.

The excellent showing of the bank deposits is satisfactory from a two-fold standpoint. In the first place it reflects the prosperity of the Canadian people, and in the second place it shows that the banks of the country are in an exceptionally strong position to finance the crops when they are ready for the market.

To the retailers of the country this is a by no means unimportant matter, for it naturally follows that there will be no difficulty in the farmers obtaining cash for their products. That will not only enable them to liquidate their liabilities, but to readily purchase such supplies as they may need.

The plentiful supply of funds which are in the hands of the banks will contribute much to the prosperity of the Dominion this Fall.

Merchants Should Be Leaders

At the R. M. A. convention in Winnipeg recently, one speaker made the point that the retail merchant should be the leader in his community. The point is well taken. The merchant in the small town generally has much at stake—he rises or falls with the success of the town—and it therefore behooves him to do what he can for the advancement and development of the community. Efforts put forth by him in this direction generally come back to him in the form of larger sales or a solid foundation for the growth of his business.

There are many towns that could be materially developed if some real effort were only made to attract to them some additional industries that would draw a larger population. There is no one that should be more willing to help in such work than the retail merchant.

Look at an idea to see if you can use it and not to see if you can get along without it.

End-of-Season Purchases

As the end of the season approaches, extreme care has to be exercised in purchases so that when the time of demand has passed that there will be no left-overs to take the joy and the profit out of the season's endeavors in various lines.

The dealer does not want to run to the other extreme and not be able to care for the fag-end demand for goods with consequent disappointment to customers. Rather should he adopt the policy of buying in small quantities.

When neighboring dealers are on friendly terms with one another—and if they know what is best they will be so—a good plan for them is to agree to sell each other necessary goods at cost during the last of the season. Every dealer generally finds himself with a surplus of certain lines, and quite often it is the case that his neighbor is short on those particular lines. A reciprocal arrangement as suggested will prove beneficial to all, allowing each to clean up his stock in a way that he otherwise would not be able to.

The man who has nerve enough to mix with big men, to consider big propositions, to think ambitiously, is growing big all the time.

Difficulty in Finding Out Who's It

A traveller has made a complaint to the writer regarding the habit followed in some stores of what he describes as "passing the buck." To illustrate his meaning we will give his experience in a store he recently visited for the first time.

Father and son are the owners of the business. When he asked a clerk for the proprietor he was referred to the older man. To him he introduced himself. "Oh! you will have to see my son," he replied, and so the

traveller waited around for half an hour until the son came in and the father departed for dinner. He introduced himself again, and after talking for some time, the son said, "I guess you had better see my father."

"But" protested the traveller, "your father referred me to you. He said you did the buying."

"I do some of it," was the reply, "but yours is a new line and so you will have to see him."

This traveller states that such experiences are by no means uncommon where there are two men with a certain authority in the store. If one is approached and he wishes to put the traveller off, he tells him he will have to see the other, and thus much time is wasted in finding out who is really "it."

We do not believe that such a practice is very prevalent among real business men. The average man appreciates the value of time too much to waste the time of the traveller in this way. A person just has to put himself in the traveller's place to realize how disgusting such a practice of "passing the buck" is.

When you think you are at the top of the ladder in your trade do not stop self-satisfied, just "holler for more ladder."

Letting George Do It

How often it is the case that an employe—and quite often the boss too—will see things that should be done about the store, but is inclined to "pass them up" or "let them slide." That is a big trouble with many stores. Just those things that are absolutely necessary are done and then only at the last moment. Everyone seems to be leaving it to the other fellow to do. There is a general policy of "Let George do it."

If there is such a policy of indifference in your store, it is time for a change. Let your clerks know that they have to get in the habit of doing those things that have to be done and doing them in plenty of time. Getting them interested in the business will make this habit come easier to them. You can help inject such a spirit by leading off with a hustle and aggressiveness yourself.

Lots of little merchants are little because they have not nerve enough to be big.

Eliminating the Fraudulent Retailer The Canadian Credit Men's Trust Association is endeavoring to persuade its members not to sell to merchants who have been convicted of fraudulent dealings, even if they offer to pay cash.

The suggestion will probably meet with the approval of every honest retailer in the country.

While dishonest dealers are few and far between it is very necessary that their opportunity for repeating their offence should be removed as far as possible.

It is not his creditors alone who suffer from the practices of the dishonest retailer. The honest retailer suffers as well. It may be that he does not suffer directly, but he suffers just the same, though it may be only indirectly. But directly or indirectly, he suffers.

The dealer who is crooked in dealing with his creditors does not possess any qualms of conscience in regard to the methods he employs in meeting the competition of his fellow retailers. Ten chances to one he'll cut prices without any regard as to their relation to cost. As morality in business methods is an unknown quantity with him his practices are disturbing to trade generally. He is, in short, a curse to the community in which he plies his trade.

It is therefore in the interest of the honest retailer as well as in the interest of the creditor that the dealer who is convicted of crooked business practices should be prevented from carrying on business.

It may be drastic, but it is necessary.

A smile sells more goods than a frown.

About Making Your Will

The question of "Making your will" may appear to be a very gloomy and uncalled for subject to bring up, but after all, it is a purely business matter that should be given ordinary business consideration. Every man wants to provide for certain things in case of his death, but is inclined to put off the making of a will that will insure that his desires are properly carried out. He may want to provide for the proper care and education of his children—leave something to relatives, friends, institutions or charities—or make some other use of his money that is impossible unless a will is made.

By making a will, a person can save expense in administering his estate, can leave his property as he desires, make provisions for those dependent upon him, and appoint his own executor, and it is just as easy to execute a will as it is a deed, except that a deed requires one witness and a will two witnesses. You can change your will as often as you like and every business man should revise his will from time to time, changing it to meet any altered conditions.

Poverty is one of the crimes for which a man is sentenced to hard labor for an indefinite term.

Wasting the Window Space The store window costs money. As to whether it is worth what it cost is determined by the use to which it is put. If it is merely made the receptacle of goods which are placed there without order or arrangement its cost is greater than its worth.

There is such a thing as "paying too much for your fiddle." The grocer who does not display goods in his window in a way that will bring customers into his store, is certainly paying too much for his window space.

To use the store window as a store room instead of as a silent salesman, is about as extravagant as to light cigars with dollar bills.

Dust on box covers and shelving is one sure way to drive the discriminating customer to one's competitor.

Pass on the Increase in Price

The writer came across a little verse the other day that it would be well for the dealer to paste up in a conspicuous place in his office, so that he will have the motto that it contains, impressed upon him frequently. It reads:

If your cost of goods advances,
Pass it on, pass it on!
Do not take unseemly chances—
Pass it on!
Keep your fingers from the fire,
For the price may go still higher;
Just collect it from the buyer—
Pass it on!

In these days when prices are so generally advancing, the dealer cannot afford to not pass increased prices on to the customer. If he does he is surely inviting bankruptcy, for profits cannot long be clipped without disastrous results.

Brief Editorial Comment on Business Topics

By THE SCRIBE

Enlarge your trade by enlarging the territory you cater to.

* * *

Consult with your clerks on your campaign for Fall business.

* * *

"How are you finding business?" we asked a dealer recently. "By going out and digging it up," he replied.

* * *

Make a practice of studying the labels on the goods you sell. They will give you a good deal of information that will help you in making sales.

* * *

Constant nagging soon wears out the spirit of a clerk. Don't be afraid to make clerks do their work, but don't burden them with too many unimportant orders.

* * *

Talk naturally in your advertising—not as if you were writing an essay to compete in some literary contest—but as if you were talking to a customer in your store on the article you wish to sell.

* * *

The store which simply prints a list of prices day after day may win the attention of people who have their minds made up to buy certain things at that time, but such advertising has no more influence in creating desire for the merchandise than a railroad schedule has in tempting people to travel.

* * *

The writer heard a clerk in a retail store approach a customer the other day and snap out: "What do you want?" This is a lovely way to greet a customer whom you wish to sell as much goods as possible to. The customer would have been quite justified in answering him in a similar manner by saying "nothing." That clerk must have known that it was wrong to address a customer that way. He was forgetful, either that or ignorant. If it was forgetfulness, he needs to check himself up. Other clerks need to do the same. Just make a note of how you approach the next ten customers you serve.

* * *

The recent warm days gave one that listless feeling that sometimes causes him to believe that he needs a rest. It brings to my mind that little rhyme that reads:

When sunlight lingers in the west,
And winds grow warm and hazy,
Sometimes we think we need a rest
When we are merely lazy.

Keeping busy will generally be found a pretty good anti-toxin against that lazy feeling.

* * *

The loss of a good regular customer is a serious matter to a dealer, and an investigation should be made of all cases. When a customer who has been dealing at your store regularly, suddenly stops, you should call

on him and inquire if anything has occurred to cause him to stop buying at your store. If he has a complaint, it should be immediately straightened out, and the adjustment as well as the fact that you have shown your appreciation of his trade, will generally bring him back as a patron of your store.

* * *

A traveler was recently in a store where a customer asked for a certain brand of goods, and, not having it, the proprietor sold him another brand, on which he made twenty cents, but which he knew was not as good as the brand asked for. "Would you take 20 cents for that customer's trade?" the traveler asked. "No," replied the dealer, "I would not take \$10." Yet, as this traveler pointed out, he took a big chance on losing this customer for the sake of making 20 cents on the sale of what he knew was inferior goods. Truly, this is great short-sightedness. No dealer should take the chance on losing a good customer by selling an inferior article to that asked for. A substitute should never be offered unless the dealer is convinced that it is really "just as good."

After the Shutters are Up

He—"Do you believe in preparedness?"

She—"Well, I wouldn't mind being in arms."

* * *

"Are you unmarried?" inquired the census man.

"Oh, dear, no," said the little lady, blushing; "I've never even been married."

* * *

Possible Employer—"H'm! so you want a job, eh? Do you ever tell lies?"

Applicant—"No, sir, but I kin learn."

* * *

Police Magistrate—Well, sir, what are you up here for?

Prisoner—For attending to business, your Honor. I was arrested merely because I opened a hardware store.

Police Magistrate—I can see nothing wrong about that. Is the man's story true?

Officer—It is so far as it goes, your Honor. But he neglected to state that he opened the store at 2 a.m. with a jimmy.

* * *

The Rector—"What would be your idea of the best way to spread the Gospel to the uttermost parts of the earth?"

Fair and Frivolous Parishioner—"How would it do to put a Bible in every Ford car, doctor?"—Puck.

"Show me a business man whose heart is right and I will show you one whose advertising is clean. In our movement for truthful advertising, we are doing more than merely making business better. We are making men better."—Julian Wetzel.

Now is Good Time to Speed Up Collections

Some systematic method to get after debtors should be part of the dealer's business—Collections a big question—Some suggested letters.

The collection of accounts is not always a pleasant duty, but it is a necessary one. A business cannot go on for long unless the money that is due it, is forthcoming. The allowing of debts to continue until they come within the "no good" class is the downfall of many a merchant. A man should go strongly after that which belongs to him. He knows that when his own bills come due he has to meet them promptly and in a judicious method, he should give his customers to understand the same thing.

When a bill becomes past due and still remains unpaid, it generally takes more than one attempt to collect it. Some merchants have a follow-up system of letters for this purpose. The first one leads off mildly, but gives the debtor to understand that the amount is wanted. Gradually the letters are made stronger.

Some have a series of as many as ten letters, leading from the first mild request up to the climax. One merchant reports quite good results from a series of four letters of the same nature. These are reproduced herewith, and as they have proven quite successful by the merchant who drew them up, they ought to help others.

Just at present money is tight and many people are trying to hold on to what they have. No better time could be selected for a strong aggressive collecting campaign. By getting after money systematically, the dealer is bound to make greater headway. Spasmodic attempts are never very successful.

The question of collections has become one of deepest moment. Ever since the opening of the war there has been much talk about tightness of money and difficulty in making collections. These expressions have become once more proverbial, and are so true that with some business firms they cannot be passed over lightly. Collections have undoubtedly been in a bad shape, and though there are now many signs of conditions improving that is all the more reason why greater efforts than ever should be put forth to settle up accounts of both long and short duration.

Here are four suggested letters which might be sent out at ten-day intervals until the account is paid. These or some other systematic follow-up might be worth using:

(1)

Dear.....

Requiring to use a large amount of money right now it is necessary to collect in some ready cash, and this request is being made of you, along with others. What you can do in the way of assistance at the earliest possible date will be highly appreciated. Please do what you can and oblige,

(2)

Dear.....

If requests for settlement are sometimes expressed more plainly and vigorously than at other times, it is because business requirements prevent the prolonging of credits. Your indebtedness is past due. You have been given a long time, much longer than was agreed upon, and present circumstances are such that your assistance is much needed. Please give this your immediate attention and oblige.

Yours truly,

(3)

Dear.....

In further reference to the matter of your indebtedness it has become necessary to remind you that it is still unpaid. There is no wish to make you any cost, but it must be insisted upon that this claim be settled at once. It is not desired to crowd you and nothing more is asked of you than necessity demands. Please be prompt.

Yours truly,

(4)

Dear.....

You have been repeatedly asked for a settlement, but seem to have given these requests no attention. If the amount is not paid or in some way adjusted in the next 10 days, you can blame yourself if such proceedings are entered as will collect it. Please save any trouble.

Yours truly,

WHY MEN IN BUSINESS FAIL

The old proverb as to a man, largely speaking, being the architect of his own fortunes has been amply borne out by Bradstreet's statistics of the causes of failure. Eight leading causes have been grouped as proceeding from the individuals themselves, while three reflect the influence of happenings beyond their control. These causes class as follows:

A.—Due to faults of those failing;

Incompetence (irrespective of other causes).

Inexperience (without other incompetence).

Lack of capital.

Unwise credits.

Speculation (outside of regular business).

Neglect of business (due to doubtful habits).

Personal extravagance.

Fraudulent disposition of property.

B.—Not due to faults of those failing:

Specific conditions (disaster, etc.).

Failure of others (of apparently solvent debtors).

Competition.

AVERAGE HARDWARE STORE EXPENSES

In a town of about five thousand a hardware store with sales of forty-five thousand dollars a year pays these expenses, which are remarkably close to the standard. Note (1) that salaries are excessive because sons of the owners work in the store at abnormal wages; (2) the losses from bad debts are unusually high.

Rent	\$1,305.61	or	2.9%
Salaries	5,042.35	or	11.2%
Advertising	405.20	or	.9%
Heat and Light	225.10	or	.5%
Delivery	270.13	or	.6%
Supplies	190.08	or	.4%
Insurance and Taxes	495.23	or	1.1%
General Expenses	360.17	or	.8%
Depreciation and Shrinkage	225.10	or	.5%
Bad Debts	180.08	or	.4%

Total Expense\$8,689.05 or 19.3%

The above figures are given on the authority of the department of System Service, of the Burroughs Adding Machine Co.



Cleverly arranged paint window display made by Mr. Ker, of Rumball & Ker, St. Catharines, Ont.

Get Out and Push for Paint Business

Methods of how it can be done—Advertising and window displays—Using circulars and color cards.

NOW is a good time to get out and push the paints which may have been somewhat slow movers during the hot weather and which may have been stored in a warehouse or in an out of the way place in the store. Give them the prominent place they deserve that they may begin their campaign of silent salesmanship. Clean and dust the cans. Where labels are loose apply a trifle glue or mucilage. Where labels are very much soiled, make a list of such as you need to replace, that your stock may be bright and clean, and make a requisition for them to your paint manufacturer.

If you have not already done so, and have a store in a rural community, start a list of farmers and others who are likely to paint their present buildings or erect new ones. A good plan is to get in touch with your local lumber dealers that you may obtain first hand information regarding persons who contemplate building. If you plan on writing your own paint advertisements it is none too early to turn your thoughts and attention to copy, that it may be ready for use when the season of actual need is a trifle closer. If, on the other hand, you depend upon ready made ads. secured from your manufacturer, see that your request for the same gets in to the advertising manager of the house with whom you deal.

Paint manufacturers as a rule carry on direct advertising campaigns, going directly to lists of prospective paint users which are furnished them by the local agents. This naturally requires a little time which is an added reason for attention to the list of probable paint users some weeks in advance of the opening of the season.

All these things are advisable. Pre-eminent among these stands the necessity for price re-adjustment. One of the country's largest hardware merchants said that a great deal of his time is spent in re-marking merchandise to conform to price advances. What this man has

done should be done by every hardware dealer in the country, both on paints and other lines where advances have taken place. Not to do this is to throw away good money in the form of wasted profits.

PATRIOTIC WINDOW TRIMS

With the wave of patriotism which is sweeping over the country this should be a good time to work in the British and Allied flags in the paint window. Some little time ago the Mills Hardware Co., Hamilton, made a Union Jack in dry colors which attracted much attention. Another dealer made a flag by using a sheet of wall board 4 ft. x 6 ft. which was placed in position at the base and centered upon it the flag 32½ in. x 52 in. was laid out. In the front the flag was raised one foot from the hardwood floor of the window and thirty inches in the back. A framework supported the wall board, and was hid from view by a drape of crepe paper.

In making the flag, blue, red and zinc were used. Upon the board an outline of the flag was made with lead pencil and a light wooden pattern used to hold the pigments in position while the filling in of the colors was done. Great care is necessary to have the crosses at a proper distance so they will be in regular formation. After completing the flag a wide border of Van Dyke brown was used. This was held in place by a wooden frame which was stained. The window was a great attraction and proved to be one of the best ever used by the dealer. Being used at an appropriate time probably added to its effectiveness.

COLOR CARDS ARE VALUABLE

The cards put out by the majority of the makers of the best paints contain valuable scientific data relative to the fundamental or underlying principles of paint

manufacture. For instance, these cards will give exact reasons why a combination of white lead, zinc oxide and linseed oil is desirable for a durable paint. The information thus given has an educational value which will tend to make the user hesitate before investing in cheaper paints not so composed. The information carried on these cards along this line will prove of value to the dealer and his clerks as well as to the user of the produce. Every employee in the store should have a working and talking knowledge of the reasons why such a formula is desirable. The standard of efficiency of the sales end of the store's activities will be increased many fold through the study of such information.

PAINT IN THE FALL

The remarkable impetus that has been given the painting trade through the popular demand for walls painted with such economical products is very gratifying, for no building expenditure is as well justified as that which goes toward the conservation of property, to be had through the use of suitable paints applied by competent painters.

Fall of the year is by general consent the most favorable time for painting the house, and usually painters and decorators find this their busy season. Owing to the comparative dryness and the freedom from dust on account of the stillness of the air, combined with the absence of small insects, Fall painting produces the most satisfactory results.

GET THE FARMERS' PAINT TRADE

Farmers these days have come to the full realization of the true reasons for painting. They know it is a great protection against hard winds and bad weather, and it takes very little argument to sell him, on this basis. He therefore is in a receptive mood for the energetic paint salesman, and when he buys, he buys in substantial quantities, not a half pint for the old lawn chair, or a red wheel batch for the one-horse shay, he buys enough for the house and the big red barn, and the carriage and automobile sheds, for the fences, for the shingled roof, the screens and the porch furniture, and nowadays he is buying cement coating for his silos, and the cement floors to his up-to-date chicken house, hog pens, etc.

ADVERTISING SELLS PAINT

Non-advertised goods only have local distribution. Advertised goods sell themselves, often nationally. It is simply a question of which class are you going to put your goods in.

The success to-day of many paint concerns is due to genuine business building methods which have proved that "It pays to Advertise," by carrying a direct message to definite classes of trade convincing them of the quality of your goods, prompt deliveries, valuable services to painters and house-owners. All this tends to convince a majority of customers that it pays to deal with them and that business is not sought on a charity basis.

Advertising is becoming more and more of a science.

The old method of depending on price to make sales is fast losing ground, because merchants are learning to sell service, and the consumer forgets the cost because he is figuring on the satisfaction he will receive from his purchase. These things all harmonize with

constructive business methods, and it doesn't make any difference what branch of trade applies them, because they are equally true in any field.

SELL PAINT AS AN INSURANCE FEATURE

Home owners have many forms of insurance, but there is one form of insurance that is somewhat overlooked and that is paint. Paint is combined preparedness and insurance against decay. Its uses as insurance are numerous and varied, inasmuch as it applies to the humble workman who owns a little cottage, the banker who owns a beautiful city home and a country place, or the farmer who owns his house, barn, outbuildings and farming implements, besides vehicles.

Records have been published which show that the loss or damage from unpainted buildings actually exceeds the losses by fire. This is something worth thinking about, and should stimulate paint dealers to capture a good percentage of this trade, which would increase both their sales and profits and save the house-owner from the damage or actual loss of his property. Many logical points can be advanced to advocate paint as an insurance. New applications offer selling suggestions, and dealers who work out something about insurance will increase their sales more and with less effort than otherwise.

USE OF WALL PAINTS IS INCREASING

A few years ago the use of paint was largely confined to its application upon the exteriors of buildings. The impossibility of painting interior walls in an economical manner with the older kinds of paint made it necessary to leave the walls in their original nude and unattractive form. Discoloration, dampness, and decay often follow in rapid order.

The structural materials used in the large buildings of modern times are of such a character that but a small quantity of paint is required for the exteriors. The interiors, however, present vast areas of wall space which conditions demand should be made attractive and sanitary. Their decoration calls for the use of soft-toned colors, of the oil type, that will be washable, durable, and inexpensive. Such treatment has been made possible through the introduction of the modern flat wall paints in prepared form. The great covering power of such paints, the ease with which they are applied, their economy, and their general availability, are all factors which have contributed toward their successful and universal usage.

SALESMEN SHOULD BE WELL POSTED

In every hardware store the salesmen should be well posted on paints and varnishes, for knowing in any line is business building, and no firm can permanently succeed unless they have salesmen behind the counter with the ability to sell the right product, the right shade, the one best adapted to the needs of each particular customer. Good taste is the one essential to happy results, and as good taste is not a matter of money, but of choice, it pays to be able to make suggestions to a customer—that's service, and good service is always rewarded. A paint salesman—a man selling paint at retail—should be an expert adviser. When you get customers coming to you for advice on their painting and varnishing problems, the same as they go to their doctor and lawyer for advice, then you occupy a different status and be paid accordingly.

Two, Three and Six-Pieced Round Elbows

Patterns for angles—Points to consider—Getting the mitre line—Differences in various sized elbows.

By O. W. KATHE

An elbow is about the most common article that the sheet metal worker has to contend with. It is simple, yet complicated, and the mechanic whose knowledge in the development of surfaces is limited usually has considerable trouble with even an angle having a given degree. Such difficulties may be easily overcome by fixing the principle involved in mind, by analyzing points in this manner.

First to note whether both ends of an article are of the same diameter. In such cases the other surfaces or sides are parallel to each other. When such is the case the method involved is known as the parallel line development method, so in developing such articles all developing lines must be drawn parallel to such articles, while lines that are for locating the proper intersection points in the pattern where the mitre is to be cut are always projected at right angles to the elevation of the article.

This is thoroughly explained in Fig. 2; however, before proceeding with Fig. 2 we will assume that the angle A, B and C in Fig. 1, is a diagram taken from a certain job for which such an angle must be made. Having the angle A B C the next move is to determine the correct mitre line which is obtained by setting a pair of compass to any radius and with one leg in the point A, and with the other mark points D and E, now reset compass to any radius greater than A D or A E and using points D and E respectively as centre, strike and cross arcs in point F as shown, now draw the line A F and you have the true mitre line for your given angle.

Having the mitre line determined we will proceed with Fig 2 by describing the half section "A" to the required size and dividing it in any number of equal spaces also numbering all points as shown from 1 to 7. Next from these points erect lines until they reach the mitre line as at 1-2-3, etc. For the pattern, extend a line from 1-7 indefinitely, then with compass take spaces 1-2-3-4, etc., from section "A" and step double

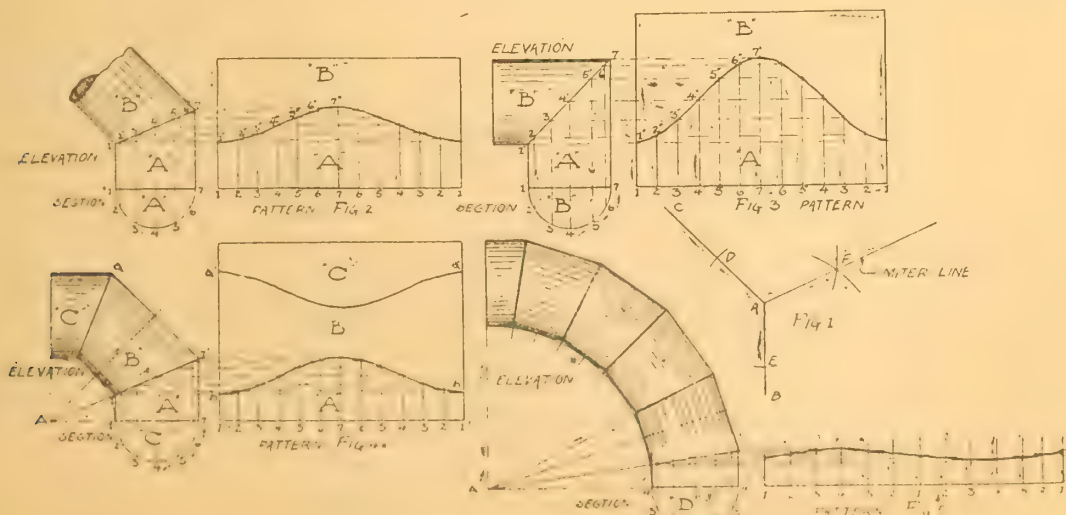
this amount off on the line just extended as shown from 1 to 1.

From these points erect verticle lines indefinitely, then project horizontal lines from points 1-2-3-4, etc., in the mitre line until they reach lines in the stretch-out having the same number as from 1 ft. to 1 in.; 2 ft. to 2 in.; 3 ft. to 3 in., etc.; now trace a free hand line through these points of intersection and the pattern for the angle is completed. The portion "B" of the pattern is the other half pattern for the angle and is obtained by simply extending the end lines of pattern "A" to the required height and then drawing the upper horizontal line.

In Fig. 2, we have a two-pieced 90 degree elbow and it is developed exactly the same as the angle. First draw the elevation with the mitre line in its proper place as shown by the diagonal line 1-7 next describe the half section "B" to the required size the pipe is to be, and divide it in any number of equal spaces, then from these spaces erect lines until they reach the mitre line as shown by 1-2-3, etc.

For the pattern take the spaces from section "B" and step double this amount off on the stretch-out line as shown by 1-1 in pattern; then from these points erect stretchout lines indefinitely and project horizontal lines from all points in the mitre line until they reach lines in the stretch-out having the same number as from 1 ft. to 2 in.; 2 ft. 2 in.; 3 ft. to 3 in., etc.; trace a free hand curve from these points of intersection and the pattern for the two-pieced elbow is finished. The portion "B" that is cut off from the pattern "A" is the pattern for the second piece.

Fig. 3 illustrates a three-piece elbow, and is after the mitre line determined and developed exactly the same as the preceding problems, however, the greatest difficulty is in determining the correct mitre line. To do this set compass to any convenient radius which will give the throat its proper length of curve, then draw two lines at right angles to each other and with one leg of the compass in point A strike the quarter circle in



Patterns for various sized elbows.

Developing Demand for Builders' Hardware

Conditions Now Favor the Sale of High-Class Goods and Hardwaremen Should Make Every Effort to Impress on Customers the Advantages of Quality Goods—An Instance Where Dealer Adopted Opposite Policy With Disastrous Results

The proper handling of the builders' hardware department is one of the most important problems facing the retail hardwareman. In the matter of builders' hardware, a new era may be said to have dawned. People are beginning to see that it pays them to install only the best grades, not only from the standpoint of appearance and utility, but from the more convincing standpoint of economy. An article which wears the longest is the cheapest and there is no shadow of a doubt that good builders' hardware will outlast cheaper stuff out of all proportion to the difference in the initial cost.

But have the dealers as a whole awakened to the advisability of pushing the best grades? The accompanying article is the first of a series dealing with this important problem.—Editor.

Great strides have been made during the past few years in the development of the builder's hardware line in Canada, the wonderful growth of the country has created a heavy demand for various lines of builder's hardware, and factories turning out this class of merchandise are always taxed to their utmost capacity. One of the most pleasing features in connection with this rapidly developing business is the increased demand for high grade hardware. Especially gratifying is the fact that hardware merchants in the small towns and cities are getting away from the idea that every builder is looking for cheap hardware.

A few years ago you could go into almost any town or small city and find the merchant carrying a stock of inside and front door sets which were in the majority of cases equipped with steel or cast iron, escutcheons and knobs, and plated in various finishes. The locks supplied with these sets were usually very cheap and were made with cast iron bolts. Some dealers still find it necessary to carry some of these lines, but we find that a large number of dealers are trying to discourage the sale of the cheap goods and are pushing the sale of sets, the knobs and escutcheons of which are made of wrought or cast bronze or brass. They are also advocating the use of high grade locks and are trying to show builders the economy of purchasing high grade hardware.

There still remains a large amount of missionary work to be done by the retailer. It has been the experience of men who have been associated with the builder's hardware line for a long term, that there are many private individuals who will build a very fine residence, who will supply the very best of interior finishes but, when it comes down to purchasing the finishing hardware, they immediately begin to try and find out how cheap it can be done. They forget that even if they purchase high grade hardware, the expense of the hardware is exceedingly small, compared with the

majority of other expense items connected with the buildings. These are the people who need to be shown the economy of good hardware.

There is no other line of goods carried in a hardware store that affords the dealer such a large scope for comparison. He can demonstrate the working of the locks in the store; he can point out the difference in value by showing the customer the various classes of goods. There are many points in connection with locks, etc., that are visible to the most inexperienced, providing the merchant draws their attention to these points and explains their advantages. It is a grave error for a hardware dealer to sell a man a bill of cheap builder's hardware without explaining the results the customer will obtain by using that hardware and also the much more satisfactory results he would obtain providing he expended a larger amount of money and purchased better quality goods.

To illustrate this point, reference can be made to an instance that occurred a short time ago. A resident in a small town built a dwelling for his own use, according to the contract he was to supply the builder's hardware and he proceeded to the local hardware dealer. This man had no knowledge of the qualities of hardware and left the matter in the hands of the local dealer. The price the dealer quoted seemed reasonable and he was told to send up the goods. After the customer had been living in the house for about a year he found that the knobs and escutcheons of all the sets that had been exposed to the weather were spotted with rust and presented a very bad appearance. He tried to polish them, but he found that he could not improve them to any great extent. He was at a loss to know what the trouble was and proceeded to make enquiries. He found out that he had purchased lock sets with steel knobs and escutcheons.

On approaching the dealer he was told that they could get sets that would

not rust, but they did not carry them in stock and that they had sold the other kind for a long time and had very few complaints. The customer was very much displeased at the merchant for not having told him of the difference at the time he made the purchase. The result was that the customer had to buy new lock sets for his outside doors, and he made the purchase at a store in a neighboring city.

This was a customer who would willingly have paid the difference in price had the merchant explained that he could have gotten non-rusting goods at a reasonable advance in cost. The trouble with a large number of retailers is the fact that they are afraid to push the sale of quality goods for fear of the customer thinking that their prices are high. This is absolutely correct, providing the dealer has no facts to back up his argument, but the dealer who has the goods and knows enough about them to show the customer why they are worth more money is the one who is going to have satisfied customers. This rule applies not only to lock sets, but to all other classes of builder's hardware.



CANADIAN ROGERS CO. BUY TORONTO SILVER PLATE CO.

The Canadian Rogers Company, Limited, have purchased the business and all the assets of the Toronto Silver Plate Company, Limited, Toronto. It is the intention to conduct the business of the Toronto Silver Plate Company for the present, under its present name and organization.

Canadian Rogers Company, Limited, will shortly begin to manufacture the Wm. A. Rogers, Limited lines of silverware and cutlery in Canada. The well known "Horse-Shoe" and "1881" brands of Wm. A. Rogers, Limited, have been sold throughout Canada for many years.

Pointers in Trimming "Stocky" Window

Price Cards Are Absolutely Essential in Arranging a Display Containing a Large Assortment—Goods of Kindred Nature Should be Grouped Together and Not Scattered—Do Not Overcrowd.

One of the commonest types of window displays is that which contains a large variety of small articles—the "stocky" window as the display men term it. Of all classes of windows, this probably brings the most direct and noticeable results. If well arranged, a "stocky" window will sell a large amount of goods during the time that it is in the window and for a time following.

This class of window is not necessarily the most effective, however. Windows which contain a few articles only, with a more elaborate setting, will often prove infinitely more resultful than the most "drawing" of stocky displays. For instance, the showing of a coal range will sometimes result in sales of half a dozen to a dozen stoves. Such a result quite discounts the showings which trims of small ware could possibly make.

The stocky window is the style most commonly seen in hardware stores. This is quite natural in view of the stock carried. The window trimmer has at his disposal a most unusually large variety

of goods, of a most diversified nature; a large majority of the featurable lines are small in bulk. Quite naturally, therefore, the trimmer arranges displays, for the most part, which contain a large variety of articles.

A few pointers as to the arrangement of stocky displays will be in order. One of the first essentials is the use of price tickets. In the opinion of the writer a display which is made up of a large variety of articles, but contains no price marks whatever is more likely to kindle a feeling of aggravation in the onlooker than a desire to buy. Scanning a large variety of articles without getting any definite hint as to the price, does not often bring a person to the point of desiring to buy.

The price cards should show the price clearly. All that is necessary in most cases is a plain card with the figure marked in bold lettering. The accompanying illustration shows an extremely creditable display of the stocky variety. Note the good use made of price cards.

Another point which must be closely watched is to get a proper classification and arrangement of articles. Often in looking over a cutlery window, you will find some knives of one kind in one corner, a few more of the same kind in an opposite corner and still more tacked up on the background. All articles of the same kind or of kindred nature should be kept as much together as possible. Scattering them takes away the appearance of offering a good selection.

Avoid overcrowding. With a great many window trimmers, their chief fault is that they try to show too many lines and consequently turn their trims into jumbled assortments of heterogeneous lines. Closer selection and the exercise of better judgment in arrangement will overcome this fault.

Avoid the mixing of lines of a foreign nature. If the display is to be of kitchenware, confine it to the lines which come under that head. Do not bring in a few mechanics' tools and some sample lines of builders' hardware as well.



A splendid example of the "stocky" window—Trimed by C. H. Smith, with J. H. Ashdown Hardware Co., Calgary.

ishes, and are very careful to see that we have the proper finishes in all of the different items entering into a building. In other words, when we furnish inside sets, we try to carry the same design and finishes in front door, cylinder door, cupboard catches, sash locks, sash lifts, top and bottom bolts and butts.

ROANOKE HARDWARE CO.

W. B. CLEMER.

ROANOKE, VA.

Line Can Be Made Profitable

We are in the third largest city in the United States and have no end of competition in this line. Our success depends greatly upon the effort put forth, the tact exercised, etc., in going after the business. We believe it can be made profitable anywhere. Faithful, persistent effort wins life's prizes. This also applies to Builders' Hardware.

AUGUST L. EGOFF.

PHILADELPHIA, PA.

Endeavor to Stick to One Line

We are situated on the Indian Reserve, and about three-fifths of the land is owned by the Indians, therefore there is very little of the better class of shelf hardware called for. We do, however, carry the better class of shelf hardware, also the medium priced. We try to confine ourselves to one manufacturer's line, and carry it as complete as possible, but do not buy from the factory. Prefer to handle the line through the jobber. We do not have a special salesman for builders' Hardware, as all large orders and contractors prefer to have the head of the concern figure on the bill. Thus we are able to get a fair price for the goods. We always show the customer the article, and in quoting price we put down the factory number, so they know just what they are getting.

CULDESAC HARDWARE CO.

CULDESAC, IDA.

Comes Up Against "Graft"

We have been fairly successful in landing orders for builders' Hardware used in the medium and better class of residences here. We have found that we have to contend with petty graft between the contractor or mechanic and some merchant who will stoop to such practices. Where this has not interfered much with the prospect we have had little difficulty in giving our customers as good satisfaction as they would get in the large cities. The business is in many ways a very pleasant one, and certainly sales of builders' Hardware for special jobs add prestige to a store among all who learn of the sale.

We have just been closing a sale of high-grade goods with the assistance of a wholesaler's trunk of samples which showed the whole line. We expect to display carefully

all the goods we carry and think doing so will increase our sales of smaller items.

F. P. BARROWS & SON.

NORDHOFF, CAL.

Builders' Hardware Best Part of Business

We would as soon think of running a Hardware store without pocket knives as without a line of builders' Hardware. In a State like Idaho where new homes are springing up on every hand builders' Hardware is most essential, and also profitable. We make it a point to keep a few very cheap articles along with our better grades, and in ninety-nine cases out of a hundred we sell the good goods, though the cheap stuff may be marked at Chicago prices. It is a largely a matter of showing a customer the difference between cheap and good Hardware. We find, too, that wherever we get an order for the Hardware of a building we usually get to sell the paint, and then the fencing, and a thousand and one other things. While variety in a stock of builders' Hardware is necessary we stick to one make as much as possible. As to finish, we have found the greatest demand for old copper, and we aim to always have a complete stock in this color. We also keep an eye on new inventions in this line, such as are really useful. It has happened that a nice order has found its way to our store, all due to some new handy barn door latch or other little item that we sold in some locality. By properly sampling builders' Hardware on boards or on shelf boxes it helps make sales, and can easily be made the most attractive section of any store.

SUGAR CITY HARDWARE & LUMBER CO.

SUGAR CITY, IDA.

Figure on Fair and Reasonable Profit

Referring to the article, "Handling Builders' Hardware," we agree with the majority of opinion in that it *does* pay to handle builders' Hardware. We handle the line as a part of our general Hardware business, not as a separate department, having found it more satisfactory. We aim to carry four full and distinct lines of moderate cost, in such a quantity that a complete bill may be filled at one time and with no delay, while for the better class of trade we carry a line of samples for special order and shipment. In figuring the line, we figure on a fair and reasonable profit, leaving the other fellow to make the so-called gift sales if he so desires.

LEE W. FOSTER MERCANTILE CO.

HANFORD, CAL.

Some people are too independent to take a hint.

The man who writes a Spencerian hand fills in the check and the man who writes a poor hand signs it.

amount invested in a complete line. There is no excuse for any salesman not knowing all about Builders' Hardware, as we become familiar with this class of goods in our homes, and any Hardware salesman should be able to talk intelligently about it. A good assortment of butts, cupboard catches, sash locks, floor hinges, push plates and other trimmings should be carried in stock and displayed. We find that to sell the goods we must have them in stock and show them.

A. BUCKELEY.

PARSONS, KANS.

Does Not Find It Profitable

Builders' Hardware a profitable line? We find it far from it. There are a great many contractors who buy direct from manufacturing or catalogue houses. To make a price on lock sets in case or dozen lots it leaves a very small margin for the dealer. As the style and design of Builders' Hardware are changing every year it is dead stock if you have a few odd sets of last year. My experience has been that it is not a profitable line compared with other lines in this business.

J. A. HALLENBECK.

ROCKFORD, ILL.

Cash System Materially Helps

Yes, it does pay to handle a complete line of Builders' Hardware, providing you cater to the contractors' trade, just as it pays to have a complete line of anything else on hand, to satisfy as nearly as possible every demand of the trade. However, we have found our dealings with the contracting trade much too strenuous and "long-winded" to be as pleasant and profitable as it might be.

We studied the situation for years and finally discovered that those customers who usually were out of money (although their credit was good) were our "best customers," and that these very "friends" of ours, as well as those who always had money, bought the larger portion of their needs from the mail-order houses in Chicago, and had the money to send in advance.

About six months ago we decided that the time was ripe for us to quit working for "Shears & Sawbuck." We learned that that firm was not nearly as much in need of the cash as we were. So we deliberately put up a large sign:—

One Way Only—
"Strictly Cash."

Our "relentless persistence" in following up this new policy of ours made some of our old-time friends get sore eyes for a while; but within a week or two they practically all came back again, and the new customers we now have coming to us in increasing numbers, have proven to us that perhaps the greatest evil of modern times, the one thing that re-

tards trade more than anything else in our country, is the credit business. Our past experience tells us that it does not pay to allow yourself to get tied up to one manufacturer.

Running the business on a cash basis, we have every facility at hand for keeping an accurate "tab" on each clerk, and know just what he is worth to us in dollars and cents. The boys know this, and we can see quite an improvement in the manner and ability of taking care of the trade.

We believe the easiest and most practical way to maintain and increase profits is to insist that each clerk must be worth what he gets, and get what he is worth. He should not cost over eight per cent. of his sales, in hardware. Most hardware men would be surprised if they knew their actual cost of clerk-hire.

A large mailing list, carefully, but liberally used, seems to us the most effective way for getting people into the store.

The balance of the work of making (or losing) money depends simply on the system used by the "boss" and the loyalty and ability of the salesmen.

CRESCENT HARDWARE CO., INC.

How Could You Do Without

We certainly think that a Hardware store should handle builders' Hardware. We find it one of our most profitable lines. In fact, we hardly see how a Hardware store could be run without it.

R. CHESTNUT & SONS.

FREDERICTON, N. B.

Secures Profit Without Carrying Stock

My idea of a retail Hardware store that did not handle Builders' Hardware would be like the play of Hamlet with the part of Hamlet left out. We do not carry any particular manufacturers' line. We buy from jobbers altogether. We carry in stock a line of cheap and medium grade builders' Hardware, and when we have a prospect from a party that expects to build a new house, we get our customer and the traveling man from a reliable jobber together and usually close the deal. In that way the jobber carries the stock and we usually get 20 per cent. without having to invest very much in high-priced goods.

OBERST HARDWARE CO.

BLYTHEVILLE, ARK.

Builders' Hardware in Charge of One Man

We consider our line of Builders' Hardware one of the most profitable that we carry. We have placed this entirely in charge of one man. We believe we get better results and make more sales by doing so. We try to carry a large assorted line of styles and fin-

a very complete assortment in about three or four different finishes and four or five designs, so we can trim an ordinary job from stock. When it comes to a good job that requires Hardware out of the ordinary, we always get the plans and specifications and have the factory ship the necessary Hardware, marked especially for the openings they are to trim. We do use a few cheap mortise locks, rim locks, etc., made by other people than those that make our main line, because we are able to get a price on these goods that will enable us to meet competition. Taking it all around, we find this a good line of business.

W. A. GUENTHER & SONS,
J. C. BENDER.

OWENSBORO, KY.

Not Confined to One Line

I certainly consider Builders' Hardware a part of our business as well as any other department, and always try and carry stock of it in proportion to my other business. I would carry a larger stock if business required it, and do not confine myself to any one particular line, although I think if I were doing a larger business I would do so.

W. W. WILSON.

DEL NORTE, COLO.

Go After Trade and Get It

We find the Builders' Hardware trade very good and have no trouble getting our share of the business. We carry a stock of five or six patterns in steel, old copper, brass and two patterns in bronze finishes. Then if our customers want something which we do not have we show him the catalog and let him select from that. We think the great secret of selling Builders' Hardware is going after it and going after it with the determination of getting it and using a good deal of stickto-itiveness.

MUNCIE, IND.

GORDON & BISHOP.

Use Sample Boards

It pays to handle a complete line of Builders' Hardware in cities of this size, 20,000. Have never been located in the smaller towns. The volume of business from this source is heavy, credit good and easily handled with little labor. Rarely, if ever, is Builders' Hardware ordered for immediate delivery, and one has time to get ready any shortage of goods in stock. We stay close to one line, through the jobbers, using their catalogue to show any style we may not keep on hand. This also permits our clerks to get familiar with designs, numbers and prices. We mount samples on 12x14x1/2-inch poplar boards. These do not split if bound on end. Goods will show better if panels are stained before varnishing. Panels are then filled in shelving and doors hung over them. This way one can

show and price a very large assortment quickly and easily. Also convince buyer that you have the goods and that all finishes can be matched. Any clerk, timers or person able to write can now take and order for Builders' Hardware. Have known contractors to open case and write out their own order when we are busy, using the number we place on samples.

Prices are kept in catalogue. We do not now drag locks out of boxes, covering cases, counters, chairs, floors, etc., as we did for fifteen years, then try to put them back where they belong. One will soon be convinced that even if not perfect, the present plan is at least an improvement.

An objection raised to this plan is cost of material placed on sample boards. Sales more than doubled at once for us. Short spindles can be purchased, with washers for knobs. To sell, ask them to come in and look—the rest is easy.

W. A. MCINTIRE & Co.

OTTUMWA, IA.

B. A. Hand, Mgr.

Well Pleased

I find my Builders Hardware department one of the best paying I have. I sell a large line of contractors their supplies at a fair profit. Our little city is growing, and I furnish quite a number of houses every year. I am well pleased with my Builders' Hardware department.

JOS. COLBERT.

MISHAWAKA, IND.

To Sell Goods Must Have Them in Stock

The amount and kind of Builders' Hardware carried in stock and the proper method of handling it should, in my judgment, depend on the demand there was for it. In some of the new Western towns where there would be a big demand, both from the city and surrounding country, a good stock should be carried, comprising at least four patterns each of mortise and rim locks. The rim locks should grade from cheap to medium and the mortise locks from medium to good. The goods should be in stock. Where the trade is light a small stock of perhaps a dozen of each kind, with one each front door and sliding door of each pattern, would be sufficient. We prefer to buy from the jobbers, as by so doing we can keep the stock complete and order it in small lots. We keep the locks sampled on a drawer and use our own numbers, as 1x, 2x and 3x. We also keep marked in our catalogue some select patterns for those wishing something different from what we have in stock. We prefer this to having sample boards, which if kept in sight soon look old.

To impress people with the fact that you have the goods on your shelves is worth more to a business than the interest on the small

HANDLING BUILDERS' HARDWARE

**Keep Good Stock and Keep Stock Good—
Highest Quality Ordered Direct From Fac-
tory—If Competitor Cuts Price Let Him
Have the Business—Helps to Sell Other
Goods—Go After Trade and Get It—This
Department One of the Best Paying in Store—
Depends on Demand—Cash System Helps.**

(CONTINUED FROM DECEMBER ISSUE.)

We confine ourselves to one manufacturer as much as possible. We most always find it possible to do so absolutely. We have one person, who is well posted, and whose duty it is, and who does, look over all new work from its first conception. This person has an assistant, who goes over the work with him, and is gradually learning.

How to secure business? Our suggestion to maintain and increase profits is simply this: to keep good stock and keep stock good. By this we mean to keep it in good order, and for the one who buys to keep in communication with the contractors and architects in regard to Builders' Hardware.

ADIRONDACK HARDWARE COMPANY.

Better Quality Ordered from Factory

A great deal depends on what would be considered a complete stock, for what in one section would be called a complete stock would not in another. In our minds, it depends on the class of work or buildings.

In our city we carry a line of medium-price and cheap lock sets for both inside and front doors, also same grade for other openings requiring finishing hardware.

All jobs requiring a better quality than carried in stock we order from factory, making up an order in the form of a schedule denoting each opening or openings of a kind so that when the goods come in the boxes or goods are all marked for the opening for which they are to be used.

We confine ourselves, generally speaking, to one manufacturer, which saves a lot of trouble in that it condenses the business and does away with more or less extra details.

One of the firm personally handles all of the contract work. As to what methods we would suggest to maintain and increase profits and to push sales, would say we would like a little enlightenment on the subject ourselves. It seems to us the only thing to do to maintain profits is to add a fair margin of profit to the cost of your goods, and if your competitor is desirous of cutting let him go ahead, for he certainly cannot afford to sell goods at a reduced margin of profit and continue in business for any great length of time.

We think by following such a system as given above will have a tendency to increase profits as the average profit at the end of the

year when the final reckoning comes and the annual inventory footed up, will show that a greater profit has been made than though an irregular profit be added to cost.

JOHNSON & WILLIAMS.

POUGHKEEPSIE, N. Y.

Should be Organization to Maintain Prices

In regard to retail hardware dealers carrying a complete line of Builders' Hardware, we would say we think in certain sections this would be advisable, and if there was some kind of an organization to maintain prices, there is no reason why the retailer should not keep everything in his line which would naturally be called for. Just how the business is carried on in other cities we do not know, but in regard to this line here would say it is mostly confined to about half a dozen dealers who are small jobbers doing both a wholesale and a retail business, and in order to get quantity price from manufacturers they dispose of their surplus stock at such a small advance over cost, the regular retailer, who purchases his supplies from wholesalers only, is in every case underbid. We think this condition can only be remedied by the interference of the manufacturers and bona fide jobbers, as the retailers are helpless in the matter.

SCARBOROUGH & KLAUSS CO.

PITTSBURG, PA.

Builders' Hardware Sells Other Goods

We have found Builders' Hardware to be a very nice line, although it takes close attention to keep the stock in shape, unless you have a man that makes that his duty. But for the past ten years this line has moved slowly with us because of the fact that we have not had much building in this community, until the last three or four months, in which time we have sold a good quantity of Builders' Hardware as well as mantles, tile floors, wainscoating, etc. We find that it pays to work mantles and Builders' Hardware together as we can usually make the sale on both these items at one time, for by the time a customer is ready for his Hardware he has his house far enough along to begin thinking about mantles. Therefore, there is really but very little more trouble to sell both these articles at once than it is to sell either line alone.

We carry the better class of Hardware and

Christmas Window Display

Johnson & Williams, Poughkeepsie, N. Y. last December had two fine window displays calling attention to their stock of ap-

were suspended by Christmas garlands red Christmas bells and in the center bell was a powerful electric light, which, added to the regular show window lights above, made a



CHRISTMAS WINDOW DISPLAY OF CUTLERY BY JOHNSON & WILLIAMS, POUGHKEEPSIE, N. Y.

propriate holiday merchandise. The decorations were made by using red crepe paper—the cutlery window being green and the tool window red. Above the display of goods

very pretty and attractive display at night.

For price cards we used a small Christmas card ornamented in one corner to represent a spray of holly tied with a red ribbon with

Retailer Should be Allowed a Profit

It does pay to handle some stock of Builders' Hardware, such as sash fasts, sash lifts, locks, knobs, etc., for the retail trade; but when it comes to a contract that requires much Builders' Hardware, the writer considers it best to place complete order with some one of the manufacturers, which saves time, especially that of getting the order out of your stock, and in the majority of cases it requires only one handling. We have an especially well posted man who looks after the builders' hardware, it being run as a regular part of the business.

The manufacturer or jobber should not sell to the consumer, and should allow the retail hardware man to get a reasonable profit, but as business is to-day, not only the jobber, but in some cases, the manufacturer would sell direct and as cheap to the consumer.

GALEY HARDWARE CO.

We handle a full line of Builders' Hardware and think that it pays. We do not confine ourselves to one manufacturer, but try not to dabble with too many. Two in our store look after that end of the business. We have nothing to suggest unless, in communities large enough to make it pay, we have sometimes thought that it might be well to keep a man on the outside looking up prospects. But in the end we figure that good goods, honest treatment, and a fair profit will bring returns.

WOLF & PARKER.

It does pay to handle a complete line of Builders' Hardware, if your town has 5000 or more inhabitants. We confine ourselves to one manufacturer, except on specialties. We believe it is almost necessary to have one or more persons who are especially well posted, looking after the line. In our opinion, to maintain and increase profits and push sales, we would say keep a well assorted stock always on hand, as most contractors and builders of to-day wait until they are practically ready for Hardware and then want it at once; if you have the goods on your shelf you are almost sure to be the man to get the order. We believe in adding a good profit on Hardware where the owner selects and pays for same, and a special price for the builder in case it is included in their contract. This seems to be a big item with the builder.

FOWLER & SELLERS CO.

Keep in Touch with Contractors

From our standpoint we know that it does. Our clerks are all posted in this line and we make it a strong feature of our business. The best method to increase sales and profits of this line, is to keep in touch with the contractors and new buildings being erected in

the city and country. Wherever a new house or barn is about to be built, obtain the owner's name and then follow up either by letter or personal interview, and try to land material for building. We buy, or try to buy, from one manufacturer, and push that line.

McQUESTEN & SAWYER CO.

Handle the Line Intelligently

We think Builders' Hardware is a good line to carry; it requires good salesmanship, however, to handle it successfully. Competition is usually stronger on this line than almost any other in the hardware business, and this is also the one line of hardware in which there are frequent changes in styles, and left-overs are about the deadliest kind of dead stock. It is well to have at least one salesman in the store who thoroughly understands the line of Builders' Hardware that you carry. Some one good line is about all that can be profitably handled in a town of ordinary size. It is not necessary to have a great variety of styles. Three is ordinarily enough, and not more than two different finishes are required. The stock does not need to be a heavy one, but naturally there should be enough of each style to furnish an average house. Occasional window displays will help sell this line, but, as a rule, it is necessary to get out and hustle if you want to sell any quantity. In most towns the builders and owners are accustomed to being interviewed by salesmen when a sale of this kind is to be made. If the retail merchant wants some of this trade he must get into the game with the rest, not stay in his store and complain if the man who is going to build does not come around and give his order for trimmings in the same way he might order up an assortment of nails; in the latter case the customer knows what he wants, but when it comes to Builders' Hardware, he is not usually so well informed, and this compels him to either look up information, or else trust to someone else. This is where the good salesman who understands his business gets in his work.

Profit on Builders' Hardware is not, and perhaps cannot be as high as on some other lines, but it will average well with most lump sales of the size they usually are. It takes time to build up a trade in this line of hardware, and one must be wide awake to keep it after it begins to come his way. It is well to be thoroughly posted on Builders' Hardware; the lack of a good working knowledge on this subject has made the handling of this line unprofitable to some, has discouraged others and kept many out of it. I see no reason why Builders' Hardware cannot be handled profitably in a retail store, if you have a good stock and handle it intelligently.

ARTHUR E. TOWNL.

In that case, if any one be in a growing town and makes a fine salesroom, carrying the up-to-date patterns always, then there would be no reason why any one could not make it pay. It all depends on the town, the competition, the displaying and the handling, with up-to-date salesmen that watch for the latest goods out. Follow up the new builders every day that are always looking for the latest and best, and in that way you can always get a price that is not cut by competitors to imitate every new article at a cheaper price. Do not carry a large stock of any pattern, you can always find time to get new goods for new buildings. Have samples from two or three manufacturers, and you will have all you can handle with three good salesmen, or less according to the size of the town. ADAM HAUCK & SONS.

Carry a Full Line if Demand Warrants
It depends upon conditions. Is there a demand for same? If so, by all means. We cannot conceive of a hardware store without a stock of Builders' Hardware. Select a good line and stick to it. To increase sales watch for the new buildings and go after the orders for this line.

THE WEBSTER-CASE HDWE. CO.

Push the Best Grades

We carry a complete line of Builders' Hardware, and don't see how any dealer can do otherwise, if there is any building going on, as we consider the contractor and consumer don't want to look at catalogue cuts, but want to see the real goods, and if we had only samples to select from we would lose many a sale to the customer that must have his Builders' Hardware at once. We carry several lines, some manufacturers' and some jobbers' patterns. But the main thing is to have a good salesman to show up the goods. As the Builders' Hardware is the smallest expense to a building, we push the best of hardware. REICHE BROS.

One Line Better for Small Cities

It does pay to handle a complete line of Builders' Hardware, and I believe in the smaller cities, like ours, it is policy to confine oneself to one line of goods and to have at least one person who is posted and capable to look after it. By staying with one line of goods one can keep up stock better and be better able to take care of and fill orders completely. There is no confusion and you are not so liable to fall down on finishes and designs. It is necessary to carry a tasteful assortment of designs and finishes in order to please. Our policy is to follow the builders closely; get hold of the plans first; find out what is wanted; learn for ourself the probable cost to furnish the builders' job, then we follow the builders closely and keep after them.

L. D. HOWE.

Pays to Handle Complete Line

We believe that it pays to handle a complete line of Builders' Hardware, and we confine ourselves almost entirely to one manufacturer. One clerk, only, has general supervision of the Builders' Hardware line. The matter of getting more profit is a poser, that is, one that we have been studying for years ourselves without arriving at any point whereby we feel that we could instruct others.

TOWNSEND HARDWARE CO.

It Pays to Handle Builders' Hardware

We think it pays to handle builders' Hardware. Completeness of line must be regulated by conditions and demand. We confine ourselves to one general line, with such specialties as are found attractive and profitable. We expect all of our help to understand, and sell the goods carried in stock. If a contractor or builder have specifications, we pick our man for the work. It is hard to suggest methods for increasing sales and profits, as the manufacturers have advanced prices "to the limit" and retailers can only take what they can get. S. P. A.

I think it pays to carry a full line of Builders' Hardware, and of more than one manufacturer. In the first place, we are all fighting the catalogue house, and if we don't carry the cheap as well as the good to show our customer we can sell as cheap as the catalogue house, we will have trouble in selling to that kind of a man. Whereas, if we have a full line and show him the difference between the cheap and the good, nearly every man will take from medium to good goods. We have no special man to look after this part of the business, but run it the same as the rest, and I think it is the better way, but any new goods should be explained to each clerk before it goes on the shelf. My suggestion would be to carry a good assortment, and keep in touch with the builders and contractors.

W. A. REINCKE.

Complains of Jobbers' Competition

Our experience is that it does not; there was a time when it did. The reason why is that the jobber who retails, and the catalogue houses. Our contractors and builders buy from these houses at prices that the retailer cannot meet and live. We buy from the manufacturer in all cases where we can take the quantity; small or broken purchases, from jobbers. This end of the business is looked after by one of the firm. Stop the jobber from being a retailer and the manufacturer from selling the catalogue houses at any but retail prices, for that is all they are, retailers in a large way.

DETTMER & HANDWERK.

One of the Most Profitable Departments

We believe our Builders' Hardware department to be one of the most profitable departments of our business.

First: Because it earns good profits on the amount of money invested.

Second: Because every satisfied purchaser of Builders' Hardware becomes a permanent customer for every other department of our store. In building a new home a man is placing himself in need of a great many items of hardware, which are carried in our other departments, to properly equip his home, and if we can satisfy him on his large item of Builders' Hardware, he naturally looks to us to satisfy him on the smaller items, which, taken collectively, often amount to more than his one large bill of Builders' Hardware.

We consider our Builders' Hardware department the backbone of our business, and without it we would lose much business in all of our other departments.

How to run a Builders' Hardware department? We most emphatically believe in confining ourselves to one manufacturer. First, because all of our business is worth more to one manufacturer than if it were divided between two or three. Second, because we are saved an endless amount of trouble in matching up designs and finishes. Third, because no salesman can successfully push two similar lines of goods. He must believe whole heartedly in the line he sells, believing it to be the best line of its kind on the market, if he is to get the results.

The department should have at least one experienced Builders' Hardware man, and it should be possible for him to spend at least one week each year at the factory, informing himself in all the new things the factory has produced. Also learning how and why the goods are made.

All the other men in the department should devote their entire time to Builders' Hardware and should be given every opportunity to increase their knowledge of the business along similar lines to those employed by the head of the department.

The remainder of the qualifications for a successful department are salesmanship, system in handling contracts and a well assorted stock of goods, filling as nearly as possible the requirements of the architects, contractors and builders.

WEAVER HARDWARE COMPANY.

Gives it Personal Attention

It depends upon the size of the town. If the city is large enough, I say yes. As to confining myself to one good manufacturer, I would say by all means, stick to one good manufacturer. You should have one especially well-posted man to look after this trade,

or else, as the case is in my own business, I look after that part of the business myself. I find by so doing that you establish yourself so strong with the contractors that you not only find it a profitable branch of business, but also a very pleasant one to handle.

C. A. NORDGREN.

Take Only Profitable Business

We are not in position to answer this from a standpoint of one having experience. We hardly think it would be profitable in a town our size when building is not brisk. We handle a mixed line, and handle it in the regular way. The suggestion we would offer as regards increased profits, is to ask more and stay with it, letting your competitor get some of the business. Go after the business, but don't try to get it altogether by cutting down your profits. Ask a good round profit.

XENIA HARDWARE & HARNESS CO.

Do Not Consider It Profitable

We confine ourselves to one manufacturer mostly, but there are several articles we buy of other manufacturers to complete our line of goods and prices. We have one person in particular that pays attention to this line and looks after it. Do not think in the hardware business that it is a very profitable department. The hardware articles are specified and ordered for the job, and if some of the goods are returned, as they often are, and many changes that have to be made, even if we get paid for the changes, the articles are left on our hands, as they cannot be returned to the factory, and we have to take our chances in selling them at some future time.

This department is a fighting line, and bid on by all dealers, but as far as profit in this line, we do not think there is enough in it to push it, but in other lines it may be a helper.

The business is changing so it is hard to tell what to do, as we go from year to year trying to do something different so as to make more profit.

C. C. SMITH'S SONS CO.

Follow Up New Builders

We do not now handle Builders' Hardware at all. We have handled some about fifteen years ago, and have made money on it, but in this city the planing mills can buy of our wholesale hardware houses as low as we can. We find we can turn our money over faster on goods that sell direct to customers instead of through two or three different parties, and it always makes a lot of work with small profits, in many cases we have lost on the contractor in the long run.

We find that unless one can handle it on a very large scale and is able to job, it will not sell profitably. The regular hardware dealer in a retail store should handle it to advantage and make money, unless they should be in a town where there are no wholesale houses.

as locks, etc., should be carried in one make, but it does not necessarily follow that butts, hinges, etc., should be of the same make. However, we believe it the best policy to carry the several lines of one manufacturer as nearly as possible. We do not have any one person who follows out the Builders' Hardware line alone, and, in fact, all of our men are well posted in this, as well as other lines, and it is run the same as a regular part of the business.

The only way that we can see to maintain and increase profits and push sales is to carry a first-class line and adhere strictly to it. By this means, in the long run, the article itself will be sufficient evidence of quality and looks to warrant the future trade to investigate before purchasing. At any rate, we believe that the motto, "Not how cheap, but how good," reaches farther than price in most cases, and this can only be accomplished by handling a standard line of goods and adhering to a strictly established price. The dealer himself can be the only judge of the amount of profit it will stand in the locality where he is situated.

WALTER B. CREED CO.

Cheap Clerks a Detriment

It pays to carry one line if your trade demands it, but I do not consider it wise to confine yourself to one manufacturer. I would suggest the handling of the line your trade demands and of as good quality as possible, and in the end the purchaser will be a satisfied customer. Never sell a customer what he does not want, neither that which you know would not be satisfactory. That will increase your sales and the profits will take care of themselves, if the man behind the counter is what he should be. I consider cheap clerks the greatest detriment to a first-class hardware store, as they will send away more dissatisfied customers than two good clerks can hold.

S. A. PROOK.

Must Be Profit on Orders

I think it pays to have a complete line of Builders' Hardware. A customer likes to have his order filled complete in one place. We have a clerk to look after that department. I pass the order if I can't get a fair profit on the sales.

W. H. YOUNG.

Almost Impossible to Carry Complete Line

For a retailer to carry a complete line of Builders' Hardware is next to impossible, as it includes no end of detail as to makes, designs, finishes, etc. A representative line of one good manufacturer is what we find very satisfactory to carry. While we make it a regular part of our business, we give special attention to Builders' Hardware and to the wants of the contractor. And while we try to push our line, we furnish him with any make

of hardware which his specifications call for.

We have increased our sales by interesting architects to specify the line which we carry and for which we are agents in our locality.

H. F. HERRICK.

Advantageous to Handle One Line

It does pay to handle a fair line of Builders' Hardware, but find we cannot carry the whole line, and must depend upon the jobber for the balance. We try to carry one line as near complete as the trade will allow, and if we find that the manufacturer is getting too "chesty" in price, we add a cheaper one to a certain extent and run that till they come down. We find, however, that it is not good policy to have but one good line, and as far as possible stick to that. The line comes under general supervision the same as all lines do in a country store.

As to increase of sales and profits we wish someone or more would tell us. When dealers get so anxious to do business that they will pay 7½ cents for binder twine, for instance, and sell the same for a quarter of a cent advance and often book it at that we fail to see where the profit comes in. That is but indicative of the way some people think business must be done, and it seems as though the fool competition becomes worse and worse all the time. It seems to be impossible to reduce expenses beyond a certain per cent., but profits are reduced all the time. This letter is not intended to be pessimistic, but is the meat of fact just the same.

HOYT HARDWARE CO.

Have Several Styles in One Line

In handling Builders' Hardware we confine the line to that of one manufacturer so far as possible. We have one person who is especially well posted to look after same. Six styles of lock sets, at least, should be carried. Carry enough of the two best sellers in stock, so you can fill an unexpected order for a house, should one come in; the balance you should only sample. On time orders, the goods can be ordered from the manufacturer. Be up to date on patterns. If the manufacturer has a new pattern for you in the way of a new plate for lock sets every year, buy it as soon as it comes out. A party, as a rule, does not want the same pattern as his neighbor.

JOHN CONRAD'S SONS.

Carry a Liberal Assortment

Does it pay to handle a complete line of Builders' Hardware? I would say it does.

We confine our sales largely to one line, and it is the most satisfactory.

We have one or more well-posted persons to look after same.

To increase profits, carry a liberal assortment, to be able to furnish same from stock promptly.

CLARK HARDWARE CO.

HANDLING BUILDERS' HARDWARE

Completeness of Line Regulated by Conditions
—A Good Line to Carry—Use Sample Boards
—Should be Organization to Maintain Prices—
Push Best Grades—One Line Better for
Small Cities—Carry a Liberal Assortment—
A Most Profitable Department—Keep in
Touch with Contractors.

Show a Complete Line

It is our opinion that it pays to handle a complete line of Builders' Hardware, and, while we only find it necessary to carry a good stock of those numbers which the trade in our locality demands, we feel it greatly helps to sell these goods to show a complete line. We show a line of mounted samples, which not only includes those numbers that we carry a good stock of, but also those numbers which we wish to particularly draw to the attention of our customers, for orders subject to factory shipments only. This permits us to show a much more extensive line and, at the same time, give our customers a better opportunity to make a selection.

We place a price tag on each sample, showing in plain figures the selling price, and also stating whether that particular number is carried in stock by us or subject to factory shipment. This arrangement we find helps us greatly in securing contract jobs where goods are not needed at once and where the purchaser wishes to see an actual sample of the goods he is buying.

With this arrangement we find it better to confine ourselves to one manufacturer's line, thus avoiding several shipments and freight charges. For our purpose we find it better to run the Builders' Hardware as a regular part of our business and not have the selling in this line confined to one or more persons, who are especially well posted or particularly fitted for the purpose. We can readily understand, where this part of the business becomes a feature, why it might be better to have same specially looked after by one or more persons, but in doing a large general retail business, where the builders' line is no more important than the other lines, we believe it better to handle this as a regular part of the business and permit all the clerks to sell their goods.

THE BARLOW HARDWARE CO.

Know It Pays

Our store is situated in a small country town; population 500. We carry a small line of Builders' Hardware in about three patterns, and we know it pays. On the hardware for some of the better houses we have the jobber or manufacturer send us samples and we have been fortunate in landing quite a few

good jobs in this manner. We have no trouble in securing a good profit in the better class of Builders' Hardware, but on the cheaper class, price generally counts more than quality, hence a small profit.

To make this branch of your business a success we think at least one clerk should be especially well posted, not only in Builders' Hardware, but in a knowledge of blue prints as drawn by the architect. We mention this because we had a case of trouble on the sale of hardware for one of the best houses in our village. We took the boss carpenter's figures for the hardware needed, and he missed quite a few items, which contractor claimed should have been included and which showed plainly on the blue print.

JAMES RYAN & SON.

Catch Many Jobs

Any dealer should find it profitable to handle Builders' Hardware. We find that by carrying a fair assortment we can catch many jobs. Of course the expensive residences are usually fitted out by the contractor, who is looked after by the manufacturers, strange as it may appear.

We buy our goods from the jobber, as the leading manufacturers are so combined that you won't know where you are one-half the time; the jobber don't follow them so closely, and there is where they get in. The building material with us is simply a part of our business. Nothing special, but aim to keep the stock up to date, and a good quantity of it, and dispose of a very satisfactory quantity at fair profits, say 35 per cent.

A. M. BOUTON & SONS.

Acts as Salesman for Other Lines

It entirely depends upon the location of the dealer. In some localities the demand would not warrant any dealer's carrying a full line of Builders' Hardware, and in all cases the law of supply and demand would govern this. This line, like all other lines in a measure, the profit is not large, but, nevertheless, it helps to increase the volume and in this way naturally increases the profits, because, granting the profit on this particular line small, yet it acts, in a measure, as a salesman for kindred lines.

We confine ourselves to one manufacturer, as far as possible. For instance, such goods

Selling Stoves

In selling stoves it is always a good plan to get the customer interested in that particular stove and forgetting price, talk merits and principles of the stove. Go into detail in description of it and when you have completed showing up the stove, you can quote the price. If your customer has any business principle about him and your ability convinces him that this stove is what it is represented to be, your efforts will result in making a sale; but if he is in the habit of buying from a catalogue house and not possessing any business tact you might as well save your breath, he won't understand you or your stove; in other words, all stoves look alike to this fellow. You will have to show him something on the catalogue house order, after showing him something well worth the money. He will have to think over it and then go home and study catalogues in order to believe what you say in regard to the difference in make and construction of your stove and the cheap, light-weight competitive stove. This fellow will go home and tell his wife that "Jones wants too much money for that range. Why, see, we can get it from So-and-So for \$28.75 and he wants \$50 for his. He is trying to rob us." They send for the range. It comes and doesn't suit. The lids are light, it has a poor finish and is light in weight, or possibly it is damaged in transit. He will come in and try to trade this stove for the one that you wanted \$50 for, and nine times out of ten will acknowledge that they got something for nothing.

In conclusion, I will say that in business life to-day a man has to be wide-awake and willing to undertake the great task of enlightening the buying public; in other words, try and educate them to buy a better grade of articles, pay cash for them; and give them the best that you can offer for the money.

You have to make friends of your customers and take them into your confidence, treat them in a friendly business manner and always practice what you preach.

An Exclusive (?) Manufacturers' Agent

Here follows the experience of an Eastern Hardware dealer. A traveling representative of the manufacturer called upon the dealer and offered him exclusive representation in his city upon the condition that the order be for 100 sets of Hangers. Finally, upon consideration, this was agreed to. When the goods arrived, the dealer in question started out to call upon some of his fellow dealers, as the local dealers were all on good terms. The first man he met was asked if he did not want 25 of the 100 sets, it being the object to apportion the 100 sets among several dealers as there was a good demand for them. Imagine the astonishment of the "exclusive" dealer when he was asked to come downstairs and in the competitor's store was shown 100 sets of Hangers the same as he had in stock. After both had recovered their breath it developed that the traveling salesman had played this same game on three dealers in the one city. It is needless to remark that all three dropped the line as quickly as possible, and the manufacturer to-day may be, and may not be, wondering why he does not sell as many goods in a certain city as he did formerly. The moral from these local Hardware dealers is to "Play Fair."

Steinman Hardware Co., Lancaster, Pa., Hardware jobbers, are sending their customers copies of their wall calendar in commemoration of their 150th anniversary. The upper half is devoted to a map of their section of Pennsylvania showing that all trolley lines pass their store door.

E. BAIRD, DESIGNER

J. B. TAYLOR, ADDRESS, 1835

W. T. POUND, SECY.



BAIRD HARDWARE COMPANY.
INCORPORATED
WHOLESALE & RETAIL

HARDWARE
MILL, MINING & AGRICULTURAL SUPPLIES.
AMMUNITION STOVES, PAINTS, GLASS,
LIME CEMENT, ETC.

SHINGLES,
WHITE PINE
DOORS & SASH

Gainesville, Fla.

1910

AN ATTRACTIVE LETTER HEAD

A Fishing Tackle Float

In a recent carnival The Bond & Bours Company had the handsome float shown herewith. It was designed by T. R. Cheney, and won two prizes. Both sporting goods and fishing tackle were displayed. The large fish was made of wood, covered with white cloth, and painted with a cold water paint. It was 21 feet long and 5 feet high. The framework was completely covered with all kinds of fishing tackle. The foundations were tent-shape, being 12 feet long and 6 feet wide, and on same were hunters' clothing. The four men on the float were dressed in hunting costume and they were provided with guns, fishing tackle, etc. The float was drawn by four mules, each being decorated with fishing nets

prominent oversight is the illustration of goods which are described in the letterpress. Try more illustrations and give the prices, make them stand out in the printed matter, and note the difference in the results.

Novelty and Advertising Displays

Novelty and advertising displays are all right, occasionally, for a short time or on a special occasion. During ordinary times they are a losing proposition.

The thing to do is to work on the artistic nature of the public. High class, refined displays regularly installed make the most lasting impression. They also sell more goods directly. A point which many dealers overlook entirely is the reputation of their show windows



FISHING TACKLE FLOAT BY BOND & BOURS COMPANY.

of different sizes, with flags, etc. There were some 125 floats of all kinds in the carnival, which proved a great success.

Retail Hardware Booklet

Cramer Bros., Grants Pass, Ore., issue a 20-page booklet, envelope size, which they distributed to the people in the trade-range of their Hardware store. In the introductory particular attention is given to the quality of the goods they handle. Among the goods to which attention is called are Tinware, Sad Irons, Paints, Fencing, Silverware, Shears and Scissors, Pocket Cutlery, Plows, etc. The booklet is of a good size, slips in an envelope for mailing or in the pocket. A

They should educate the home trade to watch for up-to-date, high grade, refined window displays. Never have mixed windows; avoid overcrowding, and always give a show window as good an opportunity to sell goods as you do a salesman, that is, let each article bear a price.

MAX J. ELLIOTT.

There is no kind of work that can fail to make you a better and more successful man if you work at it honestly and loyally.

Never give out while there is hope, but hope not beyond reason; for that shows more desire than judgment.

SI-MONDS SAW NEWS

A Bulletin of Fact and Fancy about Saws

Vol. 1 FITCHBURG, MASS., MARCH, 1916 No. 10
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GET READY FOR THE BUILDING SEASON

Spring is close at hand, and with it the building season. Carpenters and builders will soon be buying new tools, and if you're wise, Mr. Dealer, you will have a stock capable of satisfying all demands. How are you fixed for saws? Do you carry a complete line of first-class saws of all varieties? Hundreds of

dealers will vouch for the fact that no line of saws so completely meets the most exacting requirements of every customer, and is so profitable for the dealer to carry, as the famous line of Simonds Saws, the product of eighty-four years' experience in making cutting edge tools. Thousands of expert tool users swear by Simonds Saws, because they fully appreciate the value of a beautifully tempered saw with a fast and sharp cutting edge which seldom has to be filed or set, and will run smoothly

and accurately through the toughest fibre without scraping or binding or tiring out the muscles. Hand and cross-cut saws, back and coping saws, hack and band and buck and circular saws—every kind of saw is included in the Simonds line, and every one has the Simonds standard of excellence and an absolute guarantee behind it. Write for our new 1916 catalogue and for special discounts for dealers.

BRANCH OUT INTO SPECIALTIES

The up-to-date hardware store is beginning to assume somewhat of the nature of a department store. It offers for sale not only the old regulation line of hardware, but such alien goods as automobile accessories, silverware, fountain-pens, cameras, electrical and drawing supplies, paints and varnishes, mechanical toys, etc. Such a store will outstrip by leaps and bounds the concern which will have naught to do with anything but



regulation hardware. A judicious branching-out into well-chosen specialties, backed by tasteful window or counter displays, effective advertising, and aggressive but pleasing salesmanship has made the fortune of many a far-sighted hardware man.

SI-MONDS' SAW NEWS

FITCHBURG, MASS., MARCH, 1916

OLD AND NEW SURGICAL SAWS

The surgical saws of the sixteenth century were very elaborate and complicated in design, ornate with decorative work. One of these old saws has a richly chased frame of metal with a lion's head bearing a ring in its mouth at the end of the handle. The introduction of the germ theory of disease and of antiseptic surgery threw all these fantastic pieces of metal work into the discard.



The idea now is to use as plain and smooth a saw as possible, with the least possible number of cran- nies and indentations in which germs can find a resting-place. Present surgical saws are made in as few pieces as is practicable and are simple tools that can be easily sterilized so as not to carry infection into wounds.

POINTERS ON YOUR ADVERTISING

It is a good plan to base the amount of money you will spend on advertising upon the amount of your last year's gross sales—2 per cent. of gross sales being a reasonable figure. Most of the money should be spent in advertising in the local papers, but your newspaper advertising should be supplemented by sending circulars, cards, and letters to prospective customers, by show cards and window displays. Run cuts with your advertisements whenever

possible, and in writing them use simple, straightforward English, aiming to point out the merits of your goods briefly, concisely, and forcibly. Let there be team work between your advertisements and your window displays, featuring some particular line of goods in your ads., and showing the goods themselves in your windows. Change your advertisements frequently, and, above all, keep at it. Spasmodic advertising never pays.

MORE TURNOVERS

By turning its capital three times a year at 7 per cent. net a business makes more money than by turning it twice at 10 per cent. net. Quick sales at small profits is the big idea in meeting modern business conditions. Turning stock



rapidly calls for good selling methods, right buying, and a knowledge of the facts about your business that makes it possible to do business safely on a narrow margin.

A LITTLE SIMONDS HISTORY

The history of the Simonds Manufacturing Company begins in 1832, when Abel Simonds began to make scythes in a little shop in West Fitchburg, Mass. Upon the retirement of Abel Simonds in 1864 the firm of Simonds Bros. & Co. was formed, and the manufacture of machine knives and mower and reaper sections began. In 1868 the



Simonds Manufacturing Company was incorporated as the successor to Simonds Bros. & Co. Soon after its incorporation, the Simonds Manufacturing Company commenced to make saws using a new method of tempering and straightening which resulted in the production of the unexcelled and widely known Simonds

A WORD TO THE WISE

Many hardware concerns have failed for just two reasons: first, the proprietor stocked up with a lot of miscellaneous merchandise which filled his shelves and overflowed his cases and which it was impossible for him to get rid of; and second, he ran wild with his credits, giving favors right and left to all comers, whether they were good for purchases or not. The store that overstocks and gives indiscriminate credit may appear to be doing a big business, but it's built on sand, and sooner or later the crash is bound to come.

DON'T KNOCK COMPETITORS

It doesn't pay to waste time and breath telling your customer how inferior the goods sold by the store up the street are. Just put every bit of your energy into driving home the good points of the stock you carry, and 10 to 1 you'll land the sale.

Wanted—Saw news from retailers.

Getting Out of Old Ruts

By CHAS. A. SMITH
Sales Manager, McFarlane-Douglas Co., Ottawa

A NUMBER of years ago a struggling young store-keeper in Philadelphia felt that he wasn't getting all the trade he should have—at least he wasn't getting all he wanted and he wondered why. Wondering WHY has had more to do with progress than anything else since the world began.

At the time when this young fellow was so unsettled, the stores that sold women's wear sold nothing else; the stores that sold men's furnishings sold men's furnishings only, and so it was all the way down the line. Then too, everyone had to go to the store for what was wanted and had to carry it home. Sounds rather old-fashioned to-day, doesn't it?

These conditions didn't seem just right to him and he wondered why precedent should be allowed to keep him from selling men's and children's just as well as women's wear—and why the customers' purchases should not be delivered—even if they never had been before. After considering this for some time, he decided to try it out. He advertised his plan, delivered the purchases at first in a wheelbarrow and his scheme worked. His sales grew tremendously—he outgrew his store and was forced to move to larger quarters—he kept on growing, until he is now the recognized father of the department store, an immensely successful man—and in his present store not only the family can have their every want supplied—but beast and bird as well.

Keeping ahead of the times and finding wider scope for his efforts are the traits that put him where he is to-day. They are the traits that will put a man to the front anywhere. Such progress as this is not limited to that one branch of trade—you, as a tinsmith, have the same in yours. Why should your work be limited to flat or only slightly sloping roofs? Why should you not be in a position to handle the entire roofing job instead of only the porch roofs, gutters and valleys?

This is what metal shingles will do for you. They broaden your field—they are artistic and adaptable to residences, barns and sheds, in fact to any class of building that has a sloping roof, no matter how steep the roof or how full of angles. They are fire-proof, lightning-proof, weather-proof, lighter and more durable, therefore better than any other roofing known. They also make it possible for you to estimate on all the work and to compete successfully in price—yet make a better profit than you could make on several plain iron roofs.

The fact that metal shingles have been rendering satisfactory service on roofs for at least 25 or 30 years places you in a splendid position to bid for all high grade sloping roof business in your locality, a great deal of which now goes to the contractor, carpenter or slater. Many tinsmiths have doubled their roofing business the first year they pushed the sale of Metal Shingles. Now since so many other tinsmiths have increased their profits by selling metal shingles, don't you think you owe it to yourself to at least investigate and find out just what you can do?

Building operations are going on around you where metal shingles would be used were their merits explained to the owners, and if you will do all you can to

stimulate this line of business, you will be surprised how one job will help to bring another.

There are several good makes of metal shingles made in Canada and the manufacturers will gladly send their catalogues and other selling helps to hardware men and tinsmiths who are anxious to increase their business and profits.

DEVELOPING SHEET METAL CORNICE BUSINESS

There was a time, says a writer in *The Hardware Trade*, when cornices and all ornamental work were made of sheet metal, principally galvanized iron or copper. Very little is used now. Why? Is it because these cornices cost too much money, or because they were not fireproof and fire-retardant, or because they did not last long enough? No. Why then? Simply because the manufacturer of terra cotta, stone and other materials induced the architects to specify their goods and the public paid the price. What did the sheet metal contractor do about it? He was asleep at the switch and did absolutely nothing! Gradually this important branch of the sheet metal business dwindled down to nearly nothing.

How can we re-claim this business?

1st. Make use of the opportunities that present themselves, interesting architects and builders in the possibilities of sheet metal for this class of work.

2nd. See to it that satisfactory work is produced, leaving no chance for argument nor complaint.

3rd. Assist in every way possible to spread the gospel of sheet metal. Whether individually or as an association, let the world know that you can produce better, safer, more ornamental and cheaper cornices than can be made of other materials.

What can we do to develop the sheet metal business?

Use only the best materials in their respective lines.

Let the workmanship be of the very highest quality.

Be alert to your opportunities to educate the public and assist in every way to advertise the sheet metal business.

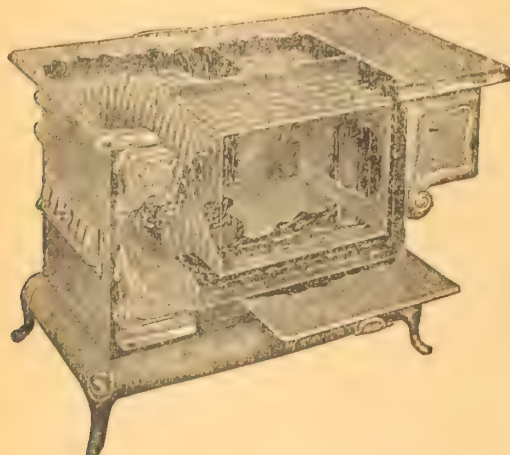
Trade development in the sheet metal industry could not be started at a more opportune time than just now. The present sentiment of the public demanding fire-proof buildings and fire retardant materials, puts them in the proper mood to consider any means for safeguarding their lives and property and to accept suggestions leading towards same. It is therefore only necessary that those interested in the sheet metal business use proper and legitimate means to advise and educate the public to the use of sheet metal in building construction.

The generally accepted idea of winter warmth in the home has been to build the house substantially, equip it with double floors, storm windows and weather strips, install some standard form of heating apparatus, and think we have solved the matter. But, in shutting out the cold, we also shut out the moisture in the outside air, and we proceed to dry out even what little moisture does get in by our various heating appliances.

New Features of Range

In presenting their Five Year Souvenir steel range, The Hamilton Stove and Heater Co., Ltd., are meeting a want for something new and better. The makers regard it as a modern and up-to-date range, and as the latest production in a medium priced first-class baker and cooker for coal or wood burning. It has smooth, plain nickel work with handsome sunken pattern, much in favor at the present time, and easily kept clean and tidy.

Its flue construction has a special claim for economy in fuel and evenness and uniformity in baking anything put in the oven or on any of the pot holes. By its divided flues, the patents of which are pending, the products of combustion pass over the entire oven top and down the back to the bottom flue underneath the oven bottom, where they are carried to the front oven flue. Here they are met by a division damper or wall and drawn up behind the fire-back which is separated from the oven front by about two-inch space, forming a flue which is very highly heated by the heat radiated from the fire-back. The union of this excessive heat with the smoke and unconsumed gases from the combustion chamber or fire-box, gives a new power to the



The newest addition to the "Souvenir" line

circulation and forces the heat down through the rear half of the oven front flue to the flue under the oven where it returns to the back-ascending flue to the smoke-pipe, completely encircling the five sides of the oven, with no cooling surfaces to absorb the heat. By utilizing the heat units from the fire-back a great saving in fuel is effected which prolongs the life of the fire-back and which is guaranteed for five years for burning coal, and twice that time if wood only is used.

The fire-box is constructed with heavy corrugated walls with rounded corners. There are no dead spaces where the ashes can accumulate. The fire-back is in one piece, heavy corrugated, and used in conjunction with a new front flue is practically indestructible. Usually the fire-back is a weak part of the ordinary stove or range, but in this range it has been converted into a strong part by this circulation.

The duplex grates are so well fitted and made that they can be easily removed without disturbing the waterfront or fire-box linings, and in dumping they thoroughly clean the fire and entirely dispose of the clinker trouble so common in the ordinary ranges.

The aerated oven gives a free circulation of pure air and actually roasts meats, etc., in a healthy, sanitary and wholesome manner. No soggy bread or cakes, no reversing of the pan and contents of oven is necessary,

once placed in the oven there they remain until thoroughly baked, owing to the perfect circulation, and uniformity of the oven heat.

More About Vacuum Cleaners

The following letter explains itself:

The Editor, Canadian Hardware Journal:

Regarding the item appearing in your August issue under the heading "Vacuum Cleaners Must be Licensed," this impression is erroneous, and should be corrected, as, according to the opinion of the most competent patent attorneys in Canada there are several portable electric vacuum cleaners which in no way infringe the Booth-Kenney patents mentioned in your article.

As you are no doubt aware we manufacture the "Cadillac" electric vacuum cleaners, for which we were granted Canadian patents October 8, 1912, and have, therefore, had the claims made by the holders of the Booth-Kenney patents very carefully examined.

The Kenney patent granted in the United States (which is substantially the same as the Canadian patent) has several claims, numbers 1, 3 and 4 of which they contend cover the infringement claimed.

Claim 1, includes the words "impurity collecting means between said nozzle and the suction creating device."

Claim 3, the clause "impurity collecting means between said nozzle and pump." An examination of our cleaners will prove that they contain no such elements and therefore do not infringe.

Claim 4, is as follows: "A cleaner comprising a suction chamber provided with a narrow inlet slot, the slot being bounded and defined by lips which lie in the contact surface of the cleaner with the outward mouth of the slot lying in the plane of this contact surface substantially as described."

Now at the time this patent was granted there was a prior patent known as Westman's patent No. 628505, and in the file wrapper Kenney explains that his device which has a slot $\frac{1}{4}$ of an inch wide does not conflict with the prior patent as it is much wider than his and would stick to the carpet.

The device patented by Westman has a much narrower slot than that used in the "Cadillac" cleaners which is 1 11-16 inches wide. It is therefore easily seen that the "Cadillac" cleaners do not infringe, and again Kenney explains that the nozzle must be held against the object to be cleaned, whereas the "Cadillac" has rollers preventing the nozzle from touching the surface, and is slotted transversely so that the mouth is always open and never sealed. For this reason also it is impossible to infringe.

It is also a well known fact that the injunction granted the patentees was practically never contested on account of the financial condition of the defendants, and besides the cleaner which they manufactured was not similar to the "Cadillac" in many respects.

We are prepared to protect our dealers in selling our electric cleaners in every possible way, and trust that any of them who are threatened in any way will immediately confer with us so that we can make the necessary arrangements for their protection.

Trusting that you will give this as much publicity as possible so that there may be no misunderstanding among dealers handling vacuum cleaners, we remain,

Yours very truly

CLEMENTS MANUFACTURING CO. LTD.

Toronto, Aug. 15, 1916.

Per A. Sinclair, Manager.

Auto Accessories Department Pays Good Dividends

Experiences of dealers in small towns—Gasoline sales help boost supplies — Demonstrating vulcanizers to introduce accessories.

There is a certain town in the West (and there must be others throughout the country similarly situated) with a population of 2,000 and there are owned in its vicinity nearly 400 cars. This was the fact that faced one of the hardware dealers and prompted him to open an accessories department. After a year's effort the dealer declares it to be "one of the best paying lines in the store," and he would not be without the department.

When starting the handling of auto accessories this dealer argued with himself that only a fifth of the townspeople owned cars. On the other hand if he did not sell accessories some other dealer would be the gainer with 400 customers. That decided him. He found in a short time that a number of motorists made his town at noon for dinner or at night for rest. These, too, frequently made purchases from him; and the dealer found that in time these passing tourists advertised his store.

Another dealer in a small town gives his experience with accessories as follows: "I carry a \$400 stock, a few tires, patches, tire chains, plugs, tool kits, etc. Last summer I sold more than \$900 in tires alone, and more than two dozen tire chains, which is considered good for a town of this size." This dealer has a gas filler in front of the store, which has paid for itself, the records show, over and over again. Not only that, but it has helped sell many supplies.

When a man drives up for gas he generally asks if there is a line of supplies in stock. Nine out of ten times he wants something else when he learns there are accessories on hand. "I am a great believer in advertising," said this dealer, "and I have signs along the country roads. This has paid well. I also send out circular matter to the farmers. I am fighting mail order competition and thus invite the farmers to bring in their supply lists before they send them away for the articles and I will show them I will save them money by paying the freight. Many an order have I taken from the catalogue houses with this sort of advertising."

AUTO ACCESSORIES A PROFITABLE LINE

"Do you find that auto accessories are a profitable line for the hardware merchant?" was asked a city dealer recently. His reply was that the hardware store is a more logical place for the sale of these goods than the garage, owing to the fact that the garage man is essentially a repair man without special aptitude or training in salesmanship and without the display facilities, etc., which are part of the regular equipment of the hardware dealer.

Other things being at all equal, we give the preference to advertised merchandise, continued this dealer, as it is easier to make sales of an article which has become familiar to the consumer through the publicity given it. "This is just as true of goods which we demonstrate in our windows as of goods which do not readily adapt themselves to such demonstration."

It might be suggested that the hardware dealers in the smaller towns and cities will find demonstrations

of auto accessories as productive of business as they have proven for the larger stores. Again quoting this dealer: "We find that demonstrations are a very good method of connecting up the merchandise which we have for sale with the persons in need of such merchandise. We have enjoyed a very nice business which can in many instances be traced directly to the showing we made in our windows."

STARTING AN ACCESSORIES DEPARTMENT

As for the initial accessories stock, this need not exceed a few hundred dollars for a starter, and even fifty will be enough to show you that accessories will sell readily. Keep away from expensive articles which require pushing, and stock those goods which have to be constantly replaced—electric bulbs, spark plugs, dry batteries, a box or two of assorted taper pins, lock washers, nuts, cap and set screws, some tire accessories, such as patches, cements, etc., and a few Ford specialties like brake lining sets, truss rods, anti-rattlers and cylinder head gaskets. Time enough to get other things when the demand warrants. Oils, greases, wrenches and many other hardware lines are used by car owners, and you can make quite an extensive display in a show case, which should be placed in a prominent part of your store.

Take a little time and look your field over carefully, for there is every chance that you can build up a department which will pay and pay well. What others are doing you can do.

WHY DEALERS SHOULD SELL ACCESSORIES

Old arguments still hold—that the auto accessory line pays, that it can be put in at less cost than by an exclusive dealer or a garage proprietor, because the hardware man already has the place, the standing in the community, the credit with the banks, and the selling experience. It is to be simply a new line with him which may be sold much as hardware. With less overhead and initial expense the profit is greater, at the same retail selling price for the hardware man than to dealers who have not the same equipment. Once in, however, attention must be paid to the line. It must be opened with the right stock, it must be kept up, it must be advertised and it should be window-displayed.

Hardware stores may be segregated as follows: Those which have carried accessories for some time; those which have recently started in a small way; those which contemplate putting in a stock, and those which take no interest in the matter.—Exchange.

AN AUTO SUGGESTION

A good automobile clock is something more than a mere convenience. The fact that it is right under the driver's eye at all times helps him to judge the correct pace he must travel in order to reach his destination by a given hour. Thus by maintaining a good average it helps to keep him from overrunning the speed limit in order to make up lost time.

Advantages of Co-operation by Retail Merchants

*How dealers can work together to mutual advantage
—The way to remedy many of the evils of the trade.*

MANY of the difficulties with which retail merchants have to contend in the conduct of their business can be best overcome by proper co-operation among the various merchants who have the same evils to battle against. True, there are some trade evils that cannot be completely removed, even by the greatest united work, but there are few that cannot be remedied to some extent. There is no denying that merchants generally, and especially dealers in the same line of business, have so much in common that it is certainly advisable for them to get together for mutual protection and benefit.

Co-operation Has Done Much

Anyone who has followed association work must admit the advantages of co-operation. Much desirable legislation has been secured and a good deal of proposed legislation that would have been detrimental to the retail trade has been successfully opposed by co-operative work. When a deputation appears before legislators and states that it represents a certain trade, legislators lend their ear, because they recognize the great influence that retail merchants wield in their respective communities. Their demands as a whole are listened to in a manner that individual appeals would not be. A few isolated voices do not get the hearing by any means that a united body does, even with the same message and similar arguments. It goes very strongly to prove the old-time argument that in union there is strength. When merchants in any line of business want anything, the best way to secure it is to co-operate and make a united appeal or demand for it.

Dealers Should Get Together

Many good examples could be cited to demonstrate the value of co-operation by retailers generally. Dealers in the same line of business in different districts will similarly find it of much advantage to work together. When I see two neighboring dealers refusing to have anything to do with one another, I feel like giving them both a swift kick. They are not only missing a chance for pleasurable intercourse, but they are passing up a bus-

iness advantage of no little value. The exchange of ideas and information between dealers in the same line of trade is very helpful. All have practically the same troubles and they can best be solved by working together.

Co-operation in Buying

Dealers in the same community can frequently co-operate to advantage in the purchase of goods, and thus secure a better price that will give them a better profit. By working together in this way each dealer does not have to tie so much money up in his business.

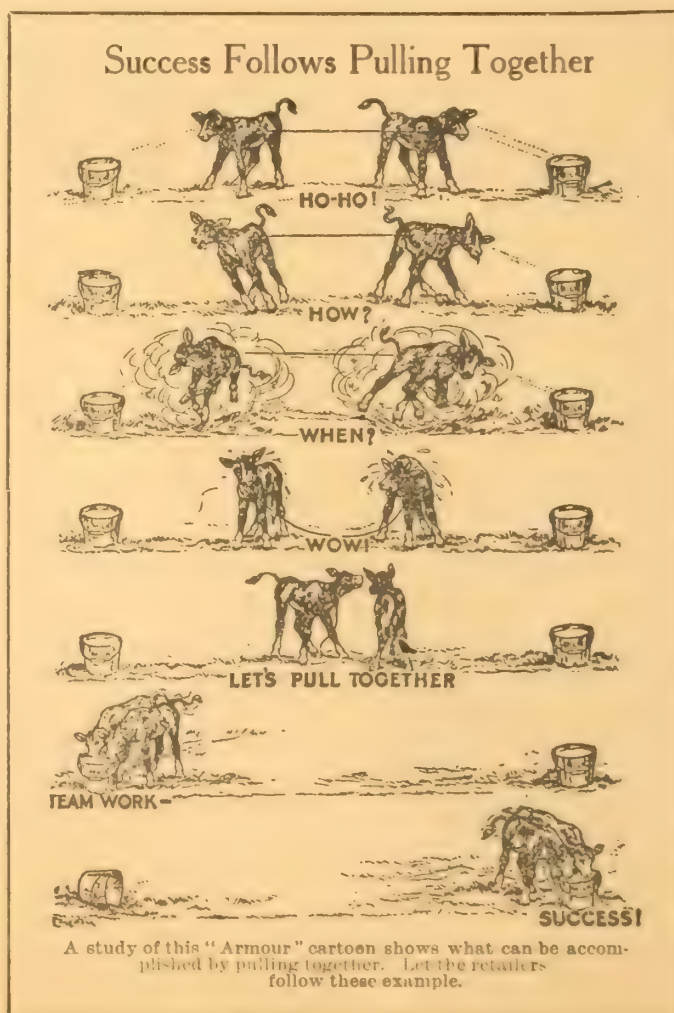
In one small town the druggists work together in purchasing many lines that have to be bought in large quantities in order to get a good discount. The result is that they get a better price, do not have to have such large storage facilities, and also do not have to tie up as much money in stock as they otherwise would.

Strong united co-operation among retailers was never needed so much as it is to-day, when the trade is beset with so many evils that threaten the life and reduce the profits of business. Let every dealer decide that he will do his part in working together with his fellow merchants for the good of his own business as well as the trade generally.

Bad Pays

Retail dealers can co-operate to advantage in guarding against bad accounts and deadbeats—the curse of the retail trade in many communities. Deadbeats have a habit of running up large accounts at one store and then transferring their business to another store. The second store, not knowing of the first account, extends credit and the story is repeated. If there was proper co-operation between these dealers the work of such deadbeats would be headed off the first time they tried to transfer their account without paying the first dealer, and, as a result, much money would be saved for all. Co-operation for combatting the deadbeat is the kind that will prove directly beneficial.


When sunlight lingers in the west
And winds grow warm and hazy,
Sometimes you think you need a rest
When you are merely lazy.






Pretty Women Prefer Plain Walls

While beautiful walls of solid shades provide better backgrounds for beautiful faces, figures and frocks than those which are cluttered up with intricate wall designs.



For His Own House

No one knows better than a professional painter when poor economy it is to use cheap paint. Sometimes he can tell you the difference between a good and a bad paint.



Paint Looks Alike When It's New

You can't tell much about the quality of paint by looking at it when it is freshly applied. Colors are easy to produce, but the division of fresh oil gives even poor paint a high gloss.




Your Good Painter Knows

If your permanent satisfaction with his work depends much, or more, upon the quality of the paint as upon his care and skill in applying it. That's why, when you hire him to use



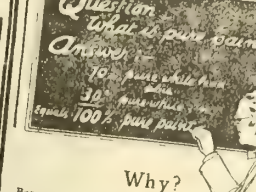
Washable Walls

No matter if children soil the walls with grimy fingers or permanent damage done by the soot of a smoky stove, no need to remove dingy paper at frequent intervals if your walls are finished with



Paint that House this Fall

Protect it from the destructive effect of a winter's sun and ice—have valuable time next spring for other work. Fall painting pays. But be sure you choose the right paint—one that will give your buildings the years of protection that you require.



Question: What is pure paint?

Answer: 10% pure white lead, 30% pure zinc, 60% pure paint equals 100% pure paint.

Why?

Because white lead and white zinc are the only pure paint.

"ENGLISH" B-H PAINT

It is known that you expect an absolutely first-class job in painting. Like all expert workmen, he works best when using materials that he recognizes as being of the first quality. The high-grade quality of B-H "English" Paint is not a matter of mere opinion—it is assured by the guaranteed formula:

70% Brandram's Pure White Lead
30% Pure White Zinc
100% Pure Paint

which science and nature

FRESCO-TONE

The easily-applied artistic wall finish.


Children's markings, soot, grease or dirt may be easily washed away, leaving the surface as bright and clear as when it was first applied.

FreSCO-Tone has all the soft artistic beauty of water colors, and the permanent durability of paint.


"ENGLISH" B-H PAINT

is made according to the formula which scientific tests and many years of experience by practical painters prove to be best to meet Canadian weather conditions.

Formula: 70% Pure White Lead
30% White Zinc
100% Pure Paint



Defies the Frost King



More Beautiful Walls at Lower Cost

A FALL SALES CAMPAIGN

For Brandram-Henderson Agents

WHILE Spring has long been considered the big Paint and Varnish season, there's a lot of business to be had in the Fall—and much more that can be *created* by showing the public the advantages of Fall painting.

We are determined that Brandram-Henderson agents shall get the lion's share of this Fall's business in their respective towns.

Therefore we are going to give each of our Agents a powerful *Fall advertising campaign*, in his own local newspapers, with his own name in every ad. We pay the *entire* expense.

We didn't promise our agents this campaign. It's a "surprise" for them—and another instance of the enthusiastic support which B-H agents receive from Brandram-Henderson, Limited.

We are always glad to receive applications from responsible merchants in cities where we are not represented.

BRANDRAM-HENDERSON LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg



A Paint — Varnish — or Stain

for each and every purpose backed by all that our *Name* and *Trade-Mark* means.

This places *S-W* Agents in an unprecedented position, having a special line to meet any demand.

Results and satisfaction are in every can of the *S-W* Products, which create and keep business.

THE SHERWIN-WILLIAMS Co

of Canada, Limited

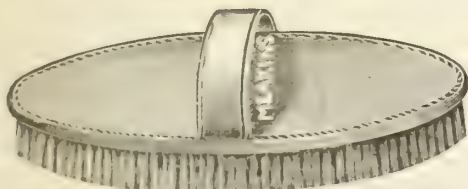
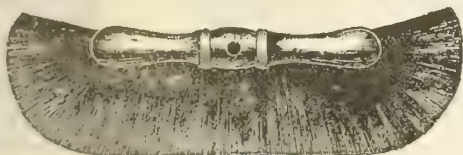
MONTREAL

TORONTO

WINNIPEG

CALGARY

HALIFAX



Now Is The Time To Place Orders For Seasonable Goods For Fall Trade

Meakins' Brushes

*have a distinctive quality
which appeals strongly to
particular painters.*

In fact, we believe they give a maximum of satisfaction everywhere.

There are no falling bristles to agitate the user, and there is just the right amount of flexibility to make it easily manipulated.

It takes re-orders to build your business—and you will get many of them if you sell the Meakins line of brushes and other goods—because the quality as well as the finish attracts.

Send for our catalog—then order from your jobber. If he cannot supply you, we will do so quickly.

Meakins & Sons, Ltd.

HAMILTON

Warehouses: Toronto, London,
Montreal, Winnipeg.



A Sure Road

to a successful Paint business is to be
found through the exclusive agency
for

MARTIN-SENOUR

100% PURE PAINT AND VARNISHES

Made in Canada

The Martin-Senour exclusive agency plan is beyond the experimental stage.

It is a proven success from the satisfactory experience of thousands of dealer-agents who are having pleasure and profit in selling these products of unsurpassed quality and merit.

Martin-Senour advertising campaigns do not consist of empty unfulfilled promises.

They are well planned, extensive sales helpers which, combined with Quality and Service, make Martin-Senour Paints and Varnishes, the easiest and most profitable to sell.

The **MARTIN-SENOUR** *Co.*
LIMITED

PRODUCERS OF PAINTS AND VARNISHES
CHICAGO MONTREAL WINNIPEG
HALIFAX • LINCOLN • TORONTO





A Money-Back Guarantee

"Marble-It floor finish is made of the finest varnish gums and oils by most modern and scientific methods, and when used according to directions on the can, is guaranteed to give absolute satisfaction on every floor it covers. Our Dealer-Agents are instructed to refund the purchase price, or replace the varnish, if it does not do all we claim."

A Profitable Line to Have on Hand

Marble-It is the distinctive floor finish with the "money-back guarantee" which, from its reputation, is much in demand by people who wish to make and keep their floors "Spick-and-Span." The benefit of the Martin-Senour exclusive agency is fully reaped by the Dealer Agent who handles the complete line. There is a Martin-Senour product for every use, fully guaranteed to best serve the purpose for which it is made.

The MARTIN-SENOUR Co.

LIMITED

PRODUCERS OF PAINTS AND VARNISHES

CHICAGO
HALIFAX

MONTREAL
• LINCOLN •

WINNIPEG
TORONTO



Tie Your Store to *Our Big 1917 Sales Plan*

The sales plan for the coming season eclipses *all* previous attempts. "CANADA PAINT" exclusive agency will be the means of securing much new trade, because of the quality of our products and the modern, aggressive sales-making methods adopted.

While our agents are supplied with a most attractive and complete line of advertising, they are also supported with sales promotion plans of the business-getting kind.

Our new methods will open the door to big trade possibilities that can be developed into handsome profits.

Allow us the opportunity of explaining the benefits derived from our "CANADA PAINT" Exclusive Agency.

Write us to-day for full particulars.

The Canada Paint Co., Limited

572 William Street, Montreal
112 Sutherland Avenue, Winnipeg



How Much Comes Your Way That Gets Away?

Every auto that whizzes past your door, Mr. Dealer, will stop somewhere for gasoline. Why don't you stop it at your door? It's easy enough if you use the right signal.

Autoists have long ago learned that a Bowser "Sentry" Pump is

The Sign of a Progressive Hardware Store

the same as a clock, out in front, calls attention to the jeweler's, or a striped pole signalizes the location of a barber shop.

In addition to their advertising value



BOWSER
ESTABLISHED 1885

outfits are money-makers. You make a profit on gasoline and on other sales made to those who would not otherwise stop.

Buy gasoline in any quantities you want, store it safely underground where it can't evaporate or deteriorate, then pump any amount desired directly into your customers' cars, quickly, accurately measured and filtered.

This "Red Sentry" Equipment is only one of many self-measuring pumps and storage systems we manufacture. We make outfits for handling kerosene, paint, lubricating and volatile oils of all kinds; and a request for descriptive matter and information concerning anything along this line won't obligate you in the least.

S. F. Bowser & Company
INC.

TORONTO, ONT.

Sales Offices All Centres.

Representatives Everywhere.



"WE are using the same paints in this building of yours that were used on the Pennsylvania Station, the Metropolitan Tower and the Hell Gate Bridge in New York. They are the greatest steel preservatives ever invented, and are known as

TOCKOLITH AND **R.I.W.**
THE PATENTED CEMENT PAINT DAMP-RESISTING PAINT

Tockolith, in drying, liberates lime and in this way deposits a hard cement coating on steel. It combines with incipient yellow rust when present, stopping further oxidation.

Tockolith and a finishing coat of R. I. W. Damp-Resisting Paint keep steel work in perfect condition.

Write for Tockolith Booklet from Dept. 54

R. I. W. DAMP-RESISTING PAINT CO.
TOCH BROTHERS

Gerrard St. and Carlaw Ave.
TORONTO, ONTARIO, CANADA

Builders' Supply and Hardware
Dealers can obtain their supply of

**Creosote Shingle
Stain**

and

**Black Liquid Mortar
Color**

from

MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the
Dominion. To dealers only.

Paints, Oils, Varnishes, Glass, etc.

*The House for Quality and
Prompt Service*

Quality, prompt service and reasonable price is our policy, and it has proved a mighty popular one.

Our customers find it is very profitable business dealing with us, which is evident by the steadfastness of their re-orders.

Next time you require anything in the lines listed herewith, send your order to us—for seeing is convincing.

Specialties:

CASTOR OIL
LINSEED OIL
PUMICE STONE
PUTTY
SHELLAC
BLUESTONE
GLUES
PARIS GREEN
CUTLERY
WHITE LEAD

Sanderson Percy & Co. Limited

61-63-65 Adelaide St. West, Toronto, Ont.



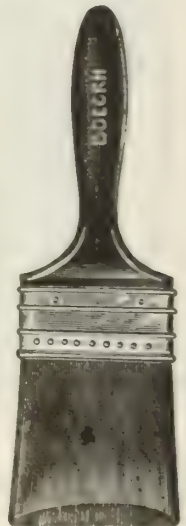
THE MAN WHO USES BOECKH'S BRUSHES

has gained something which stays by him; he knows that it is the kind to buy again next time, and he tells his friends to buy them.

A brush may look like a paint brush or a varnish brush and not be what it looks to be. It may be only a collection of crude, raw materials. The user of **Boeckh's Brushes** gets the benefit of years of experience.

Boeckh's Brushes are made of the best materials, put together with best expert brush brains.—Sell them and have satisfied customers.

Write for our catalogue and price list.



THE BOECKH BROS. COMPANY, LTD.

TORONTO, CANADA

Hardware Dealers the Logical Handlers of Electrical Goods

*No technical knowledge strictly necessary—
Electric irons a big line—Selection of stock.*

By J. F. LING

The mistaken idea that the sale of electrical household goods requires a technical knowledge of electricity is keeping many dollars out of the hardware dealer's cash drawer. The manner in which heat is generated in electric irons, toasters, etc., is exceedingly simple. They contain a resistance wire like in an electric light bulb but heavier and larger and made of material that resists the flow of electricity thereby producing heat. As the wire is long it is coiled in a flat, convenient form and insulated between sheets of mica, or in cement. The former method is preferable.

Brass posts are attached to the ends of the resistance wire and make the connection by means of a detachable plug with the cord that attaches at the other end to any electric light socket. When the current is turned on the electricity flows through the element creating the heat.

When ordering electrical heating goods the dealer only has to state the voltage of the electric light current in his city which is almost universally 110 volts. In all towns having electric service there is an excellent field for hardware dealers to sell certain useful electrical devices and it is a great mistake to pass this profitable trade over to the small electrician or electric light company.

Some dealers say that the lighting companies gobble up all this business but the fact in most cases is that they have simply been aggressive to get electric current consuming goods in service and could not depend on dealers to do it. The more electric goods dealers sell, the better for the lighting company and in many places they co-operate by exhibiting the dealer's goods with a card showing the price and dealer's name. Hardware dealers should solicit this co-operation and in the majority, will get it. The prices quoted by dealers and electric light companies are substantially the same and an understanding on this subject can generally be reached.

Only goods of dependable and thoroughly established manufacturers should be stocked and it is well to select those manufacturers who operate in the interest of the hardware trade. It is safe to say that there are more electric flat irons sold than all other electric household devices combined, so dealers starting in the line will do well to first select a good electric iron that can be sold at a reasonable price (about \$4.00) and with a good profit. Irons of this description, guaranteed for ten years can be purchased by the trade from Canadian hardware jobbers. Electric irons and other useful household devices are coming into large favor for gift purposes and are profitable goods to push during the Fall and the Christmas shopping season.

HARDWARE TRADE THE NATURAL CHANNEL

Until recent years the hardware dealer was not sought by the electrical jobber or manufacturer for the distribution of electrical goods. They preferred to

keep this business in what they termed its natural channel, the "electrical contractor," but it developed in a good many instances, more noticeably in the smaller towns, that the electrical contractor who understood the practical side of the business was handicapped for capital and commercial experience, and it remained for the hardware jobbers, who through foresight added electrical supplies to their business, to educate the hardware dealer to stock these goods for the convenience of the contractor, the lighting company and the public, until to-day could be named many instances where a small beginning in adding electrical supplies has resulted in a very handsome business with but very little additional overhead expense.

HINTS FOR SELECTING A STOCK

In selecting a stock of electrical appliances, the dealer should consider many points such as simplicity, durability and economy. An electrical appliance should be made for service and not for novelty and for that reason the working parts should be very simple so that there will be no confusion on the part of the purchaser when they attempt to use the article. The durability of an appliance depends greatly on the durability of the heating element and the dealer should make it a point to buy goods with a guaranteed heating element and one that may be easily replaced without sending the appliance back to the factory. Appliances should be fitted with heating units that will give the best possible distribution of heat with a minimum loss of heat due to insulation. This is especially true regarding the electric iron. A fault that is found in many irons is that they do not heat properly on the point. This objection is easily overcome in an iron with a properly constructed heating element.

Canadian hardware dealers will probably be surprised at the field for electric glue pots if they investigate it. A circular calling attention to the low cost of operation, safety and ease of use followed up by personal calls on all carpenters, builders and wood working plants should bring orders. It is reckoned that the one-quart size costs about one cent per day to keep the glue in perfect condition for use.

"NEW BUSINESS" FOR THE DEALER

Service has always been the main thing underlying the electrical business. Price, of course, must be reasonable and within easy reach of residents, but the main sales proposition is to install electrical goods as a service.

We must conduct our business along service lines. There is much that we must do to make our business thrive that cannot be reduced to a direct profit; I mean by that, a profit that shows on the ledger.

Annual Meeting of Ontario R.M.A. Board

At the annual convention of the Ontario Provincial Board of the Retail Merchants' Association of Canada held at the headquarters of the association in Toronto, the following officers were elected for the ensuing year:

President, B. W. Ziemann, Preston.
1st vice, D. W. Clark, grocer, Toronto.
2nd vice, W. J. McCully, grocer, Stratford.
Treasurer, F. C. Higgins, grocer, Toronto.
Secretary, Wm. C. Miller.

The reports of the various officers were received and a number of important retail problems discussed. Some of the outstanding resolutions of interest to grocers passed were as follows:

After Trading Stamps and False Advertising

"That it is the opinion of this convention that vigorous action should be taken against those who violate the Trading Stamp Act or the False Advertising Act, or any Act of a similar nature that has been secured by our Association and that such prosecutions should be undertaken by the Dominion Board under the direction of special committees appointed by the executive of the provincial board, and we also recommend to the Dominion board the advisability of their asking the Dominion Government to have an official appointed to prosecute those persons who falsely advertise any article, similar to the inspector who prosecutes those who violate the Gold and Silver Marking Act.

"That whereas it has been reported to this Board that a number of our members who live in districts outside of that in which express companies deliver parcels are greatly inconvenienced by the limited express service, that we ask the incoming executive officers to take this subject up and deal with it in a manner desired by the members.

Registering of Retail Firms

"That whereas a request has been forwarded to this board of the Credit Men's Trust Association asking our support in an endeavor by them to have every Retail Merchant or firm doing business within the Province of Ontario, registered by the Government, giving the name of the firm, who it is owned by, whether an individual or partnership, and to pay a sum estimated at about \$5.00 for doing so, and whereas we understand that the same request has been made to the officers of our Association in all of the other provinces that this matter be referred to the members of the Dominion board expressing the opinion of this convention that we believe that this is a matter that should be dealt with by the Department of Trade and Commerce at Ottawa and that they should see that every firm doing business in Canada is registered and financial provision made for the same through the department.

Re Prosecution for Sale of Adulterated Goods

"That whereas several of our members have been prosecuted in the police court for having in stock goods that are in sealed packages and bottles that have been sold to them for pure products, but which have been found to be adulterated, we therefore recommend that our board, through their delegates, take this subject up with the officers and members of the Dominion board and provide a remedy for the same.

"That it is the opinion of this convention that it

would be a great advantage to our members to have a certificate given to them when they become members and that a seal be attached each year bearing the date and year of membership and the impression of a suitable trade-mark which should be adopted by the association, and we recommend that this resolution be forwarded to the Dominion board, and request that immediate action be taken."

Want Court for Collection of Small Debts

The convention again placed itself on record as being opposed to co-operative societies and farmers' clubs. It endorsed the price maintenance contract plan.

The incoming executive was requested to appoint a special committee to study and prepare an amendment to the Division Court Act, whereby a simpler court may be secured for the collection of small debts. The Province of Manitoba had an Act passed at the last session of the Legislature making it easier and cheaper to collect amounts under \$50.

BUSINESS CHANGES

Alberta

Okotoks—G. L. McCandless, hardware, succeeded by R. H. McKenzie

Lethbridge—Consumers Hardware Co., commenced. G. B. Morris, late of Guelph, Ont., is in charge.

Saskatchewan

Aylesbury—W. J. Souply, hardware and implements, sold to A. W. Wallace.

Imperial—Kelly Bros., general merchants, sold hardware stock to John Waugh.

Mossbank—A. A. Stark, harness, commenced.

Expanse—D. A. Reinohl, hardware, succeeded by Geo. R. Sutes.

Moose Jaw—A. E. McKenzie Co., hardware, sold to McKenzie & Stewart Bros.

Neville—Ole Arnason, hardware, Thatcher & Prouse.

Grenfell—G. I. Markell, tinsmith, commenced.

Manitoba

Neelen—W. O. Beatty, hardware, sold to J. M. McKay.

Benito—C. W. Staples, furniture, adding hardware.

Ontario

Toronto—T. S. Wallace, hardware, sold to H. Dellow.

WESTERN TRADE NOTES

B. G. Kelly, hardware dealer, Kamsack, Sask., has taken his son into partnership.

D. A. Reinohl has sold his hardware business at Expanse, Sask.

The Bow Island Hardware Co., Bow Island, Alta., has changed its name to the Southern Hardware Co., Ltd.

John Duff & Co., have sold out their hardware stock at Olds, Alta.

Craig & Rose, Ltd., have sold their wholesale paint stock at Calgary, Alta.

H. H. Trigge, for 23 years with Wood, Vallance, Ltd., Hamilton and Winnipeg, has retired from the road and from the company, and is moving from Moose Jaw to Toronto. The staff of the company presented Mr. Trigge with a gold wrist watch.

NEW MODERN FACTORY IN KITCHENER

But few of those who knew of the modest beginning which characterized the start of the enterprise that is now known as the Onward Manufacturing Company in Kitchener, Ontario, thought that in the short space of seven years, the business would so far outgrow the repeatedly increased factory facilities as to make necessary the building of the new structure that is now in process of erection on East King Street.

In these strenuous times, it is the steady persistent advances in the history of a business that goes farthest toward the permanence and stability of the institution, and the constantly increasing volume of business that has come to the Onward in Kitchener, has at last made it necessary to provide factory facilities sufficient to properly handle the work that is being done.

The new structure is 100 ft. long and 50 ft. wide, and will be two storeys and basement, electric lighted, steam heated, and with every facility for the manufacture and shipping of the several lines in which the Onward Manufacturing Company are now engaged. In this plant the Eureka Electric Vacuum cleaner will be

vigilance, for a nut that has worked off may wreck a costly machine, may pile a fast railroad train into junk, or send a great steamship and hundreds of souls to the bottom of the ocean. This new device will keep the nuts in their proper places, and at trifling cost. The Spring Nut Lock will be on the market the first of October.

The Spring Nut Lock is a little invention that makes it impossible for a nut to drop off the bolt on which it is placed. No matter how great the vibration of the machinery may be the nut cannot budge from its position, the nut being made as stable and as safe as a rivet, with this important advantage over the rivet—the lock and the nut can be quickly and easily removed at any time, and repeatedly used, with no injury to the bolt thread. The Spring Nut Lock consists of two octagonal plates of thin steel stamped out of one piece, leaving a joint on one of its eight sides. Circular holes to fit the required size of bolt are punched in each plate, and the plate is then bent over until the two holes are almost parallel. The joining side acts as a hinge, and after being tempered, as a powerful spring.



Onward Mfg. Company's new plant at Kitchener.

built, the Onward Company having just secured the license for the manufacture and sale of the Eureka in Canada.

Another important line which will form a considerable part of the output of the new factory, is the "Onward" sliding furniture shoes and "Onward" slides, which are fast replacing the use of the old style castors on all kinds of wood furniture and metal beds. The excellent line of Eden electrical operated washing and wringing machines will also be built in this factory, and with the increased space which the new building will make available, the Onward Manufacturing Company will be able to take care of the increased volume of business they are receiving.

DEVICE THAT LOCKS FIRMLY NUTS TO BOLTS

The Industrial Development Corporation, Chicago, Ill., have brought out a spring nut lock whose efficiency and economy are commendable. Ever since machinery has been built and used, one particular problem has existed to vex and perplex the maker and user. That problem is: How to prevent the nuts from working off the bolts. It is a problem that has entailed ceaseless

When the lock is slipped on the bolt and both legs engage the thread of the screw, the holes in each of the legs are brought into perfect alignment. Here is where the spring gets in its work. Because of this forced alignment of the holes the spring exerts a powerful pulling force on one of the legs, and an equally powerful pushing force on the other leg. The device is not an experiment. It has been given rigorous tests. As an addition to the stock of the retail hardware dealer the Spring Nut Lock should prove a money maker because of its wide field of use, constant demand and handsome profits. The country hardware dealer, whose trade is among farmers, will find the Spring Nut Lock just what they have been looking for on their windmills, pumps, gang-plows, harrows, reapers, threshers, disking machines, grindstones, feed cutters, feed grinders, wheelbarrows, waggon and other vehicles. Even in the farmer's home there will be a demand for the device. The city hardware dealer will find his demand along many lines that are peculiar to city life. The low cost of the Spring Nut Lock will especially commend it to the hardware trade. It will be an economical line to carry because large stock will be unnecessary.

Toronto Hardware Dealers' Picnic

Toronto retail hardware dealers held a picnic at Lambton Park on August 30, which promises to become an annual fixture, so large was the attendance and so successful was the result. The picnic had in view the emphasizing of the weekly half-holiday movement.

With the Queen's Park as a gathering centre about 300 hardware dealers, their wives, children and clerks assembled there and were taken in automobiles in a parade through the downtown streets and then out to the park where a baseball game was played between the east end and west end dealers. This started off the afternoon's fun. A series of races followed, the results being as under:

Girl's Race, 7 to 12 years—First, Gertrude Tolchard; second, Helen Frazer; third, Dorothy Lawrence, Canadian-made toys.

Boys' Race, 7 to 12 years—First, Ralph Price, pocket knife; second, Herbert Little, pocket knife; third, Stewart Newdick, bicycle bell.

Girls' Race, 12 to 16 years — First, Mabel Dilks, clock; second, Gladys Mallett, scissors; third, Donald Newdick, nut cracker set.

Boys' Race, 12 to 16 years—First, Ben Mallett, flashlight; second, Archie Turner, knife; third, Robert McIntosh, glove.

Single Ladies—First, Miss Ross, silver tea service; second, Miss Platt, nickel-plated tea pot; third, Miss Cochrane, fruit spoon.

Married Ladies' Race, special—First, Mrs. Armitage; second, Mrs. McDougall; third, Mrs. L. A. Price. Prizes, three beautiful beveled French plate mirrors.

Potato Race for Ladies—First, Mrs. Frazer, Jap-a-Lac floor set; second, Mrs. Ibbotson, O-Cedar comb set; third, Miss Milne, silver pie fork.

Married Couples Race—First, Mr. and Mrs. Boyd, cut glass berry dish; second, Mr. and Mrs. Knapp, two-burner oil cook stove; third, Mr. and Mrs. Suroff, electric iron.

Fat Ladies' Race—First, Mrs. MacIver, oil heater; second, Mrs. MacGee, three-piece tea service; third, Mrs. Lawrence, set hair brushes.

Clerk's Race—First, Mr. Mahon, umbrella; second, Mr. Bird, fishing rod; third, Mr. Samuels, Big Ben alarm clock.

Single Merchants' Race—First, J. Shedden, \$10 worth Floor Glaze; second, M. Platt, umbrella; third, W. E. Platt, cases toilet paper.

Merchants over 45 years—First, Mr. Graham, pair cut glass bottles; second, Mr. Pearsall, brass bird cage; third, J. Caslor, 50 mantles.

Married Merchants—First, Mr. Atkinson, \$10 worth paints; second, Mr. Good, \$5 worth merchandise; third, Mr. McGillivray, diamond glass cutter.

Single Travellers' Race—First, C. W. Collin, umbrella; second, Mr. Ryan, thermos bottle; third, Mr. Smith, set military brushes.

Merchants' Wives — First, Mrs. Loudan, cut glass water set; second, Mrs. Hunt, tapestry table cover; third, Mrs. Jolly, hot water bag.

Married Travellers' Race—First, J. Booth, electric lamp; second, L. Blumbergh, electric toaster; third, Mr. Chambers, aluminum tea kettle.

Fat Men's Race—First, Mr. Rossiter, \$3.00 cheque; second, Mr. Jeffrey, Banner ash sifter; third, Sam Thompson, O-Cedar comb set.

Pipe Race—First, Mr. Smith, Jap-a-Lac set; second,

Mr. Gyatt, Every Ready flash; third, Bob Mowat, flash lamp.

Boot Race, open to all—First, J. Jones, family scale; second, Mr. Renton, razor; third, Mr. Bird, spoon.

Smooth Shaven Men's Race, open to all, 4 heats, 2 prizes to each—First, Mr. Bird; second, Mr. Atkinson; first, Mr. McNichol; second, Mr. Garrett; first, Mr. Epstein; second, Mr. W. Breen; first, Mr. Mahon; second, Mr. M. Phillips.

Men's Potato Race—First, Mr. McGee, indoor ball and bat; second, J. Hewitson; third, Mr. Ryan.

Consolation Race—First, M. Blumberg, tea kettle; second, G. Chapman, safety razor; third, Mr. Owens, pocket knife.

Drawing contest for press—First, G. D. Davis, editor Hardware and Metal, razor strop; second, J. G. Lucas, associate editor Hardware and Metal, razor strop; third, James O'Hagan, editor Hardware Journal, razor strop.

Best decorated truck—Cash prize, W. E. Platt Hardware Co.

Best Decorated Cars—1. Car No. 4053, W. E. Magee, prize, one 30x3½ tire; 2. Car No. 3618, L. A. Price, 10 gallons motor oil; 3. Car No. 3290, W. J. Knife, 5 gallons motor oil.

The prizes were donated by manufacturers and jobbers selling to the hardware trade, and many city travellers were present at the picnic to help out a smooth working of the program.

The parade of gaily decorated cars was photographed by a moving picture machine on the way from Queen's Park and the pictures were shown the following week at a local theatre. At the conclusion of the games refreshments were served to which due justice was done. Dancing by the young people in the evening brought the picnic to a close.

ALABASTINE CO. BUY ELORA WHITE LIME CO.

The Alabastine Co., Paris, Limited, recently purchased the interest of other parties in the Elora White Lime Co., and now has sole ownership and control of the business. The plant at Elora is in charge of J. F. Cameron, superintendent, and is under the general supervision of A. J. Parkhurst, general superintendent of the Alabastine Co. The sales are handled from the head office of the Alabastine Co., Limited, Paris, Ont. The plant is operating to full capacity on orders which engage the entire output several weeks in advance. The manager of the Alabastine Co. is R. E. Haire. H. J. Haire is sales manager.

CENTENNIAL SOUVENIR

To mark their close of a century's business The Remington Arms Union Metallic Cartridge Co., have published a Centennial Book in a special binding, giving some of the historical facts about the birth and growth of the firearms industry at Ilion, N. Y. Accompanying the book is a copy of the \$1,000 prize poster commemorating the making of the first Remington rifle by Eliphalet Remington, Jr. This poster is in the shape of a wall hanger and is printed in colors.

INCLUDE ALL ITEMS IN EXPENSE ACCOUNT

BE sure everything is included in your expense account. Everything paid out that is not for goods to be sold or for some permanent addition to store equipment, should be placed in the expense account.

Canadian Hardware Manufacturers Meet

The executive of the Canadian Hardware Manufacturers Exhibitors held a meeting in Toronto during the Canadian National Exhibition and decided to hold another meeting in the Fall. Their annual meeting will be held next February.

President Adam Taylor, of Guelph, who was in the chair at the recent meeting, and in his remarks dwelt on the present condition of trade, also touched on the reasons for withholding the exhibition this year.

His opening address was as follows:—

"It gives me great pleasure, as president of the Canadian Hardware Manufacturers Exhibitors, to bid you all a hearty welcome to this meeting, and to invite the participation of every one present in the important discussions that are to ensue.

"This conference, as most of you are aware, would more properly have been held last spring, and one of the reasons we are here to-day is that an explanation may be given of the delay, and to ask your approval of the course which your executive thought wise to pursue under the circumstances which arose.

"As an organization, we exist of course for the purpose of putting on periodic exhibitions. Naturally those exhibitions have as their ultimate object the promotion of domestic trade. Incidentally they enable us manufacturers to get together, and to cultivate the acquaintance of our customers, but it is important not to overlook the fact that fundamentally they are designed to interest the retail hardware merchant in goods of Canadian production, to acquaint him with new lines that are being brought out, and to make it easy for him to do his buying intelligently and economically.

"This year the customary exhibition was not held. Our secretary-treasurer, in the course of his duties, took the preliminary steps towards carrying out the regular program, but the general trade situation presented features of such an unusual and difficult character that I took upon myself the responsibility of summoning the executive together in order that the whole problem might be passed carefully in review, and a decision reached that would commend itself to their united judgment.

"When, we met, and when we had exchanged experiences, we found that we were all laboring under difficulties which, so far as we could gather, were common to the entire trade. To begin with, the steel manufacturers upon whom we were dependent for our raw material, were far behind in their deliveries to us. Where ordinarily we might count with safety on delivery one month from date of order, we then had to wait not infrequently for nine or twelve months from date of order. Not only that, but after submitting to such irritating delays, we usually found ourselves put off with only a fraction of what our order called for, whereas under normal conditions our maximum requirements were supplied with reasonable promptness. In these circumstances, it was but natural to ask ourselves, why invite orders from our customers when it was practically a foregone conclusion that if the orders were received we would be unable to fill them?

"Side by side with this shortage of material, there was the equally important and equally difficult problem of the shortage of help. Canada had enlisted

400,000 men for overseas service; thousands more had been withdrawn from their regular occupations to aid in the production of munitions. It was inevitable that the providing of so large a number of men for emergency service would be reflected in serious interruptions to ordinary forms of production. For the hardware manufacturers we do not claim that they suffered more than other classes from the scarcity of labor, but we can truthfully say that we were all shorthanded, that the help we needed was not obtainable in the country, and that even had there been no other difficulty to contend with, this factor alone would have thrown us all far behind with our deliveries.

"With this situation squarely before us, and with absolutely nothing to justify the hope of an early improvement in conditions, either as regards material or labor, it appeared to your executive that to hold an exhibition would only be to invite trouble, and eventually perhaps to incur the displeasure of the very people whom each of us individually was doing his best to placate. A creditable display, for instance, would bear its own evidence of our ability to secure both labor and material, in some measure at least, and it goes without saying that that display would be seen by many a retail merchant whose orders with us were long unfilled. What more natural for him under the circumstances than to resent our efforts to secure new orders by methods that meant still further delay in filling orders already in hand? In fairness to ourselves, in fairness to our customers, your executive felt that an exhibition this year would have been impracticable and inopportune.

"In some quarters our action was criticized because, it was alleged, we manufacturers should have embraced the opportunity to display new lines, replacing articles whose importation had been interrupted as a result of the war. My answer to that criticism will be as brief as I hope it will be convincing. If we had demonstrated to our own satisfaction that it was impossible for us to keep up with our orders for staple lines, how would we be justified in attempting to supply new lines? Ordinary business judgment would surely suggest the wisdom of exhausting the possibilities of a permanent and profitable market, especially when we had neither the labor nor the material to do so with even moderate chances of success.

"I do not wish to be understood, however, as offering the opinion that we should rest upon our oars, and do nothing to better our position. I feel that the present is a time calling for greater individual effort and more thorough organization than ever. The conditions we are now facing will be changed, sooner or later. Unfortunately they are likely to become worse before they improve. The difficulties to which I have referred would in themselves be sufficient to make our position precarious even in the home market. But to-day we are facing another danger, more serious perhaps than all the others put together, and that is the determination of United States manufacturers to foster the development of subsidiary steel industries in their own country, by methods that will automatically retard the development of similar industries in Canada. Bars, for example, were quoted in the Daily Iron Trade and Metal Market Report for August 10th, as being available at Pittsburgh for home users at \$2.60, when the price for export ruled at \$3.50 or higher. Dependent as we are upon United States mills for such material, how long, let me ask you, would it be before we were driven out of business altogether?

"As I have just said, however, present conditions

will not last forever. The termination of the war will usher in a new era, one that we all hope and believe will bring wonderful opportunities to the door of this country. If there is effected an economic union among the allies, that will give us access to the markets of Great Britain, France, Russia, Italy and Belgium on terms more favorable than those available to the United States, nothing short of Providence can retard our development, or deprive us of the prosperity and happiness which our sacrifices in this great war have earned for us.

"In anticipation of that time, and in preparation for the keener competition which the next few months are certain to bring us from the United States, we should organize thoroughly, and plan carefully, so that we may be the better able to take care of ourselves and the more ready to profit by the opportunities for export trade when they present themselves."

SPLENDID STOVE CATALOGUE

The Enterprise Foundry Co., makers of high grade stoves, ranges and furnaces, at Sackville, N. B., have just published a new catalogue (No. 20) of their Enterprise stoves. Besides being a highly decorative book, printed on coated paper in several colors, and well illustrated, the catalogue is a comprehensive one covering all the company's lines, over a hundred pages being given over to descriptions of their stoves.

Among the stoves treated of is the Enterprise Perfect high oven range, a beautiful and at the same time a practical, common sense steel range. Its special advantages are: two ovens, hot closet directly below the main top, large flues, white porcelain enamel back, simple drafts and dampers, detachable reservoir, interchangeable water front, fire box, linings, grates, key plates and covers. This range is made in varied sizes and is built to burn coal or wood.

Then there is the reliable Enterprise Monarch in a new dress and with the latest features added for hard or soft coal and wood. The Premier, Domestic and Ideal are other popular lines. These and all the other Enterprise stove lines are treated of very fully in the catalogue, which any stove or furnace dealer may have by dropping a post card to the head office.

ADVERTISING MEN CHANGE NAME

Smith, Denne & Moore, Ltd., general advertising agents, Lumsden Bldg., Toronto, have taken over and are succeeding J. Walter Thompson Co., Ltd. The new company is making no change in the business except in name and ownership, the management, staff and policies remain the same. Besides Toronto, the company maintains offices in New York, London and Paris.

NEW DISPLAY RACK FOR AXES

P. Poitevin, Cornwall, Ont., has brought out a new revolving display rack for axes. It is called the "Star axe rack." It may be stood on the counter or floor. It holds 30 axes—6 handled and 24 unhandled—and only requires 20-inch diameter of display space. The rack is finished in green and black.

Frank J. Penberthy, Toronto, represented the Canadian end of Lowe Bros. Co's business at their annual convention held at Dayton, Ohio, recently.

Canadian Trade News

D. K. McLaren, secretary and managing director of McLaren Belting Co., Montreal, died recently.

Thos. Doherty, president of the Doherty Stove Co., Sarnia, and mayor of that city, dropped dead at a church celebration on September 6.

Burne Bros. are selling their hardware and grocery business at Grimsby, Ont.

S. L. Adolph's hardware store at Listowel, Ont., was burned recently.

C. W. Turner, a retired hardware dealer of Campbellford, Ont., died at his home there recently.

A New York concern propose erecting a paint factory at Sarnia.

Chas. E. Black, hardware dealer at Minnedosa, Man., died recently.

The wholesale hardware warehouse of Starke-Seybold, Ltd., Montreal, was damaged by fire recently. It was insured.

The International Nickel Co. of Canada, Ltd., has been incorporated with a capital of \$5,000,000, to produce and sell nickel and other minerals. Toronto is to be the headquarters of the company.

J. H. Glover's hardware store at Aylmer, Ont., was damaged by fire recently.

The Acme Broom Co., Bedford, Que., has been registered.

Edward Cavanagh, president of the wholesale hardware firm of E. Cavanagh Co. Ltd., Montreal, died recently.

The Boss Lock Nut Co. of Canada, Ltd., Montreal, has been incorporated with a capital of \$50 000, to make all kinds of nuts, bolts and fastening devices.

The Dominion Copper Products Co. Ltd., has increased its capital from \$400,000 to \$1,000,000.

AN ADVERTISING PAY ENVELOPE

A retail store, in a manufacturing town, supplies all the mills with their pay envelopes free of charge for the privilege of printing on them this announcement: "If this envelope is presented at our store within twenty-four hours of the date stamped thereon, it will be good for a five-per-cent. discount on any purchase." As a result of this publicity, the store is crowded the evening of pay day.

The location in the paper is of consequence, but a well displayed advertisement will be seen almost anywhere in a local paper, and it seldom pays to spend very much extra for a regular position except under special circumstances.

No kind of advertising can pay unless the appearance of the store, and the prices and quality of the goods, are attractive and suitable to the trade of your locality. Advertising under the most favorable circumstances cannot be expected to pay directly; the results depend entirely upon the treatment the customer receives after he has been induced to visit the store.



Travelers of the Canada Metal Co., at Toronto, use Ford cars to call on customers, while the trucks are used by the shipping department. The company also have the same service at their Winnipeg, Hamilton and Montreal branches.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15 1/2 Toronto Street
Toronto

52 Canada Life Building
Montreal

The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

MADE IN CANADA **BOLTS** QUALITY THAT PLEASES

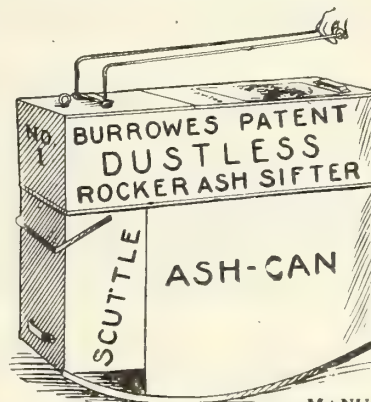
We have a large stock of high-grade Carriage and Machine Bolts, also Coach Screws, Rivets, Nuts and washers.

LONDON BOLT AND HINGE WORKS
London, Canada

CONSULT THE BUYERS DIRECTORY

The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines--and only ONE line will be represented in his advertisement--but if you will refer to the Directory in most cases you will find just what you are looking for.



Mr. Hardware Dealer:

HOW MUCH ARE YOUR SATISFIED CUSTOMERS WORTH TO YOU? ASK YOUR CUSTOMERS HOW THEY LIKE THE BURROWES ROCKER ASH SIFTERS. After 7 years we have the fullest confidence in them, and can conscientiously recommend them to you.

THE BANNER is a great seller this year on account of the low price.

Order from your
WHOLESALE HOUSE.

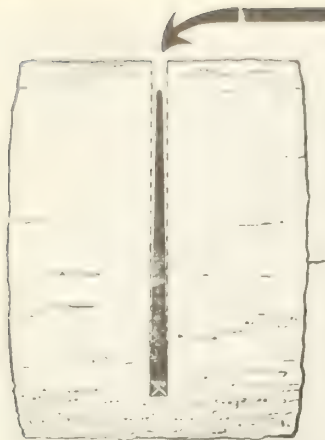
MANUFACTURED BY

The Burrowes Mfg. Co. - - Toronto

If You Don't See What You Want

Your Requests for
information will re-
ceive prompt attention

among the advertise-
ments in *Canadian
Hardware Journal*,
write the publication office
32 Colborne St., Toronto



Ground so they can't bind

Cross Cut Saws

ATKINS

Of course, there is easily a larger profit in them. You simply show their easy-running, fast-cutting qualities, and explain the toughness of Sterling Steel. Any customer will pay your price. Try a box of twenty-five or a dozen. We'll make good.

Factory:
HAMILTON, ONT.

E. C. ATKINS & CO.

Vancouver Branch:
109 Powell Street

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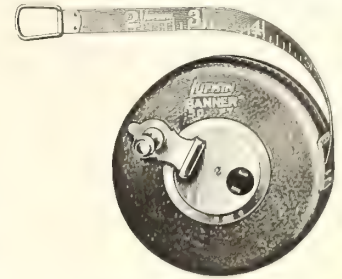
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LUFKIN

NEW STEEL TAPE the "BANNER"



The "BANNER" is rapidly taking its place with the familiarly known LUFKIN brands such as "Reliable," "Challenge," etc. It is an Accurate, First-quality Steel Tape, with *Instantaneous* Readings, Metal-Lined Case, Push Button, etc.



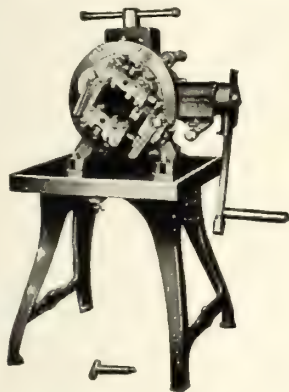
Ask about our new
SPRING JOINT WOOD RULES
WITH FOLDING HOOK
will appeal to mechanics

We are manufacturers also of complete lines of
Spring Joint Wood Rules
Boxwood Rules
and can give you the best service
and satisfaction

Get Our Catalogue

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

No. 00. Hand or Power

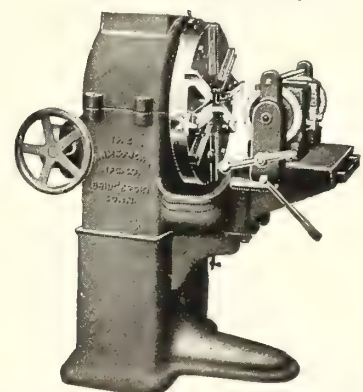


**ARMSTRONG
PIPE THREADING
AND CUTTING OFF MACHINES**
ARE PROFITABLE FOR FITTERS TO USE
PORTABLE STRONG LABOR SAVERS
MADE OF THE BEST MATERIAL

MANUFACTURED BY
THE ARMSTRONG M'F'G. CO.

333 KNOWLTON ST.
BRIDGEPORT - CONN.
CATALOGUE MAILED UPON REQUEST

No. 3. Power Only



**RED
S**
BRAND
WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

TORONTO

THE CANADIAN HARDWARE JOURNAL

A BIG DOLLAR'S WORTH FOR THE HARDWARE DEALER

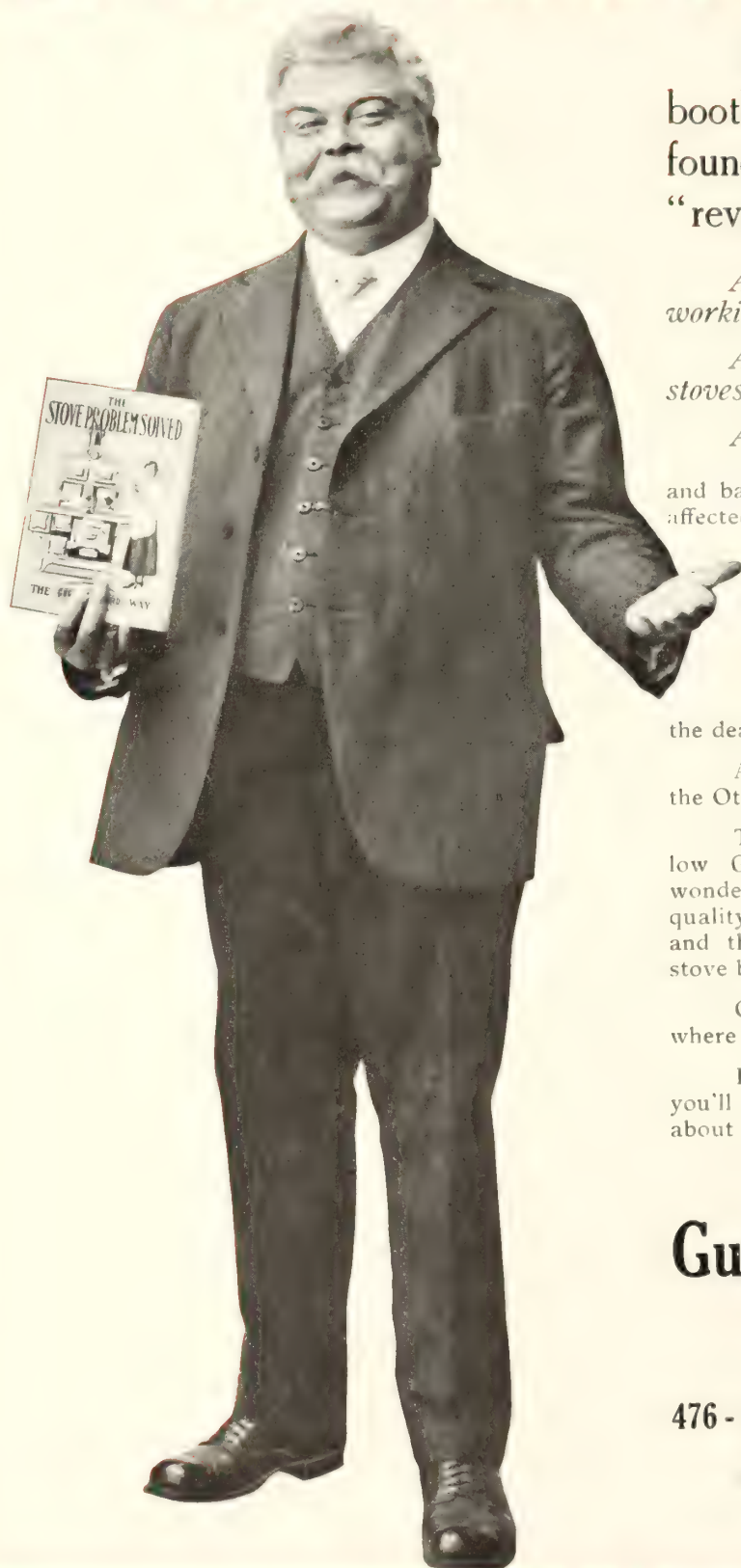
PIN A DOLLAR BILL TO YOUR LETTERHEAD AND MAIL TO

COMMERCIAL PRESS, LIMITED

::

32 COLBORNE STREET, TORONTO

A New Kind of Exhibit



Dealers who called at our booth at Toronto Exhibition found another Gurney-Oxford "revolution" hard at work—

A manufacturers exhibit that was working tooth and nail for the dealer—

A big corps of Salesmen selling stoves with might and main—

A bunch of sales being made—

and back to the dealer whose territory was affected every cent of the regular dealer-profit being credited.

It was the first time that a manufacturer's exhibit was turned into a real Dealer's exhibit.

And a nice little bunch of commissions is being now split up amongst the dealers concerned.

And we're going to do the same thing at the Ottawa Fair.

The way the public are taking to the new low GURNEY-OXFORD factory-fixed prices is wonderfully gratifying. GURNEY - OXFORD quality at a fixed, known, freight-paid price—and that a low one—is revolutionizing the stove business.

Our advertising is always at work everywhere helping the good work along.

If you're not a GURNEY-OXFORD dealer you'll be wise to write us and find out all about the new doings.

The
**Gurney Foundry Co.
Limited**

476-532 West King Street, Toronto

Montreal Hamilton Winnipeg
Calgary Vancouver

CANADIAN HARDWARE JOURNAL

Circulates
in every
Canadian
Province

Covers the
Stove and Heating
Metal Working
and Paint Trades

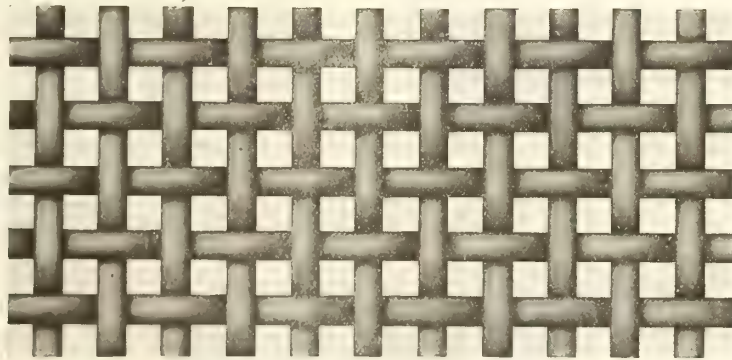
Published by The Commercial Press, Limited, 32 Colborne St., Toronto

Who also Publish: The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Clay-Worker, Motoring, Electrical Dealer and Contractor, The Canadian Nurse

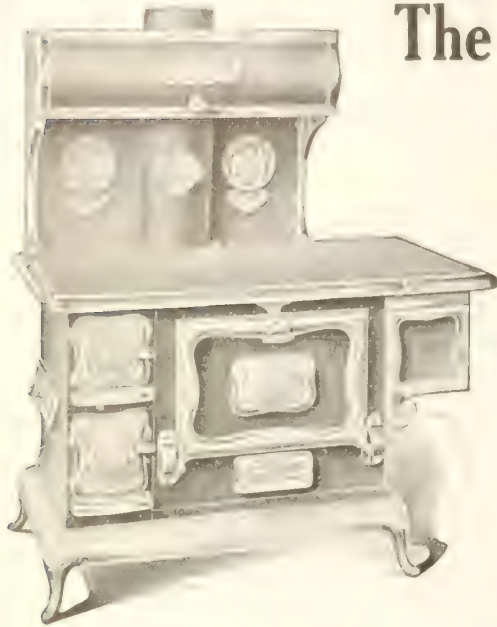
Vol. 8

TORONTO, OCTOBER, 1916

No. 10



THE B. GREENING WIRE CO.
LIMITED
HAMILTON CANADA



The Five (5) Year Souvenir ^{Steel Plate} Range

Something new, entirely different, and infinitely better than any other Stove or Range made.

The oven is heated on five sides by complete circulation of heat products. Most uniformly heated oven known. No necessity to reverse oven pans with contents. All parts equal by the use of our patented Reversible Front Oven Flue and indestructible Fire Back.

The Fire Back is guaranteed for Five (5) years from date of sale.

Will be replaced free of charge if it does not last 5 years.

Send for circular giving all particulars.

This is a leader that will bring you new customers.

Made only by

The Hamilton Stove & Heater Co., Limited
HAMILTON, ONT.

Western Agents, The Tilden, Gurney & Co., Winnipeg and Vancouver, B.C.

The Canadian Hardware Journal wants photographs illustrating good window displays. If you have one, send it in.

Synopsis of Contents

PART I.

Chapter I.—Using the Windows—The General Principles of Display. Some specific instances. Some combination window display offers.

Chapter II.—One Idea Window Displays—Advising against trying to show all the goods at once.

Chapter III.—Window Display Profits—How to make windows actually produce direct sales.

Chapter IV.—Showing the Goods—No matter what the class of merchandise, sales are increased if it is attractively displayed.

Chapter V.—Window Displays that Cost Nothing—Some special windows described and illustrated.

Chapter VI.—The Use of Window Fixtures—Displays can be made much more attractive with modern fixtures.

Chapter VII.—Let the Money in Through Your Windows—Making a success of a paint department through attractive displays.

Chapter VIII.—Keeping Frost from Windows—Suggestions on this important subject from several sources.

Chapter IX.—A Few Suggestions for Easy Displays—These can be arranged with but little expense.

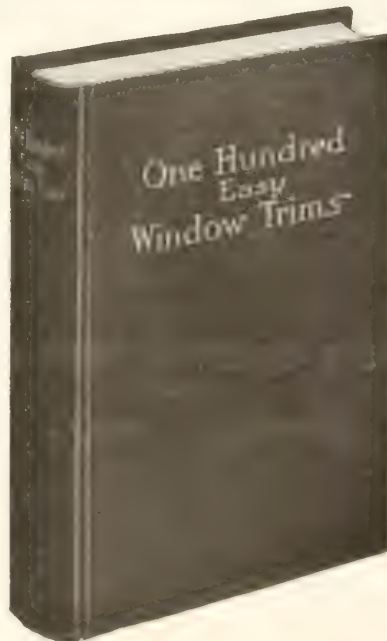
Chapter X.—Window Card Pointers—Some good suggestions in the making of show cards and the correct colors to use.

Chapter XI.—Show Window Photographs—How to take good pictures, avoid reflection and get proper contrast.

PART II

Practical Displays—One hundred windows, each illustrated and described so that any clerk can arrange them with little or no expense. (143 pages).

One Hundred Easy Window Trims



THIS handy little volume of 224 pages was written especially for the merchant who has small windows or wishes to divide large ones into sections. The displays cover all classes of goods, but there are enough suggestions to give you a change each week for almost a year.

They are all simple, inexpensive and easily arranged displays, and all the material required may be taken from stock or purchased for a few cents.

224 pages. 4 1/4 x 7 inches. 104 full page plates. Price \$1.00 postpaid.

Commercial Press, Ltd.
32 Colborne St., Toronto, Ont.

There's Big Money in the Agency for *THIS---*

MANY novel features, as well as its simplicity and ease of operation, mark a new era in range construction and put new life in range demand.

Burns any kind of fuel, and will do more work with less fuel than any other range made, because it has double the oven capacity of the ordinary range. Each oven is 20 inches square and works perfectly. Both ovens have perfectly smooth walls and floors, and the joints being airtight, there is not the least trouble in keeping them beautifully clean.

Each oven door is fitted with thermometer, and made to drop level with the oven bottom; in addition to which the lower of "DAYLIGHT OVEN" is fitted with specially tempered glass, and is just the right height for easy operation. The BACK surrounding the cooking surface is of white Porcelain Enamel, 19 inches high. This not only presents a beautiful appearance, but can be kept perfectly clean, and is the most sanitary finish that can be procured. The SHELF above this back leaves plenty of space below for pots, etc.

The RESERVOIR IS DETACHABLE. It simply hooks on, and can be attached or detached in an instant. It is made of Heavy Sheet Copper and holds 9 Imperial gallons.

The FLUES are large and of the simplest construction, ensuring easy operation, and will not clog with the dirtiest fuel. The CLEAN-OUT DOORS are so placed that the flues can be easily cleaned from the front.

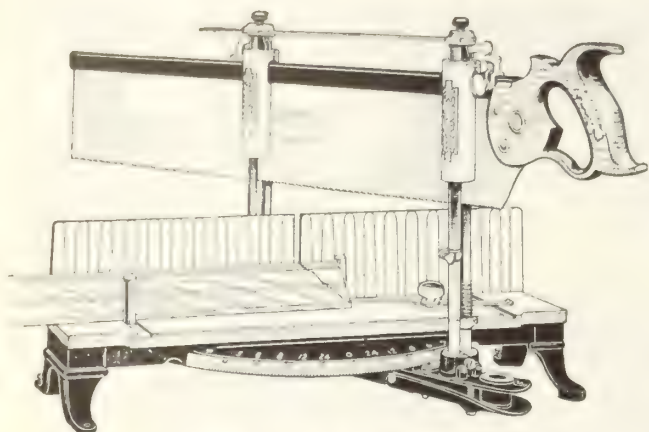
Secure the Agency for this Wonderful Range for your locality and write to-day for a copy of our New 104-page illustrated Catalog, just out, showing one of the finest and most complete lines of ranges and furnaces made in Canada.



The Enterprise Perfect Double High Oven Range

The Enterprise Foundry Company
SACKVILLE, N.B.

Stanley Tools



STANLEY MITRE BOXES

STRONG DURABLE
ACCURATE

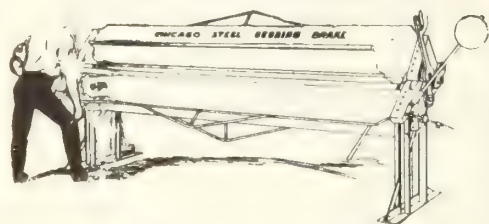
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Every mechanic that visits your store
will be interested in this up-to-date
mitre box.

May we send you some special circulars
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Up-to-date**



Chicago Steel Bending Brake

Installed in your shop will increase its efficiency and raise the quality of its output. The large number of Chicago Steel Bending Brakes that are installed throughout the country is a testimonial to its worth. If you are interested in a first-class Sheet Metal Bending Brake, write us.

*Attractive Catalogue and Price
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The Steel Bending Brake Works
Chatham, Ontario LIMITED

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WIRE NAILS

IN STEEL HOOP KEG

WIRE BALE TIES

for baling hay and many other things

Fence and Poultry Netting Staples

WIRE

Bright, annealed, coppered stove pipe, liquor
finished, square, etc.

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HAMILTON, ONT. Limited

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MADE IN
PREMIER
CANADA

GALVANIZED SHEETS

"The only Galvanized Sheets
Made-in-Canada
And the best made anywhere"

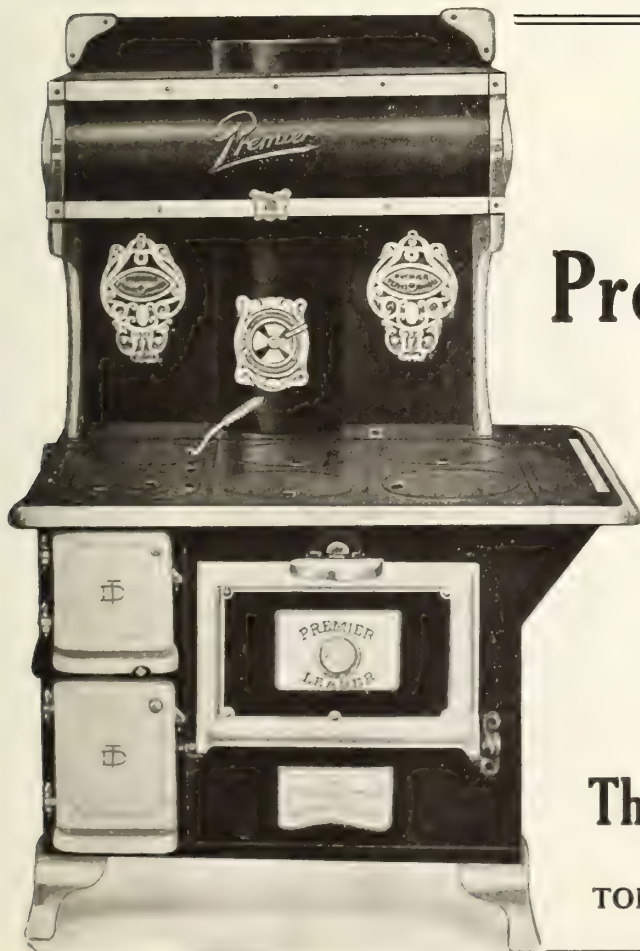
DID YOU

take our "tip" last month and
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Sheets?

If so, you're in right.

It's not too late yet if you ask
your Jobber quick.

The Dominion Sheet Metal Co.
Limited
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DAVIDSON'S

POPULAR

Premier Leader Range

The most popular Range in Canada on account
of the exceptional value for the money, but it is
only one of the Premier family of Canada's
Foremost Ranges.

There is a Premier to meet every demand,
whether it be for a steel or a cast range, one
fully dressed or one strictly plain. The Premier
Leader is made square or with reservoir. The
price will surprise you. Write for particulars.

The Thos. Davidson Mfg. Co.
LIMITED
TORONTO MONTREAL WINNIPEG

The Only Profitable Brush to Handle

Is the Kind that Brings Buyers Back For More



MEAKINS QUALITY

*Makes Steady Customers of the
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Meakins brushes have a flexibility that assures easy manipulation and there are no falling bristles to agitate the user.

Send for our catalog and then order from your jobber.
If he cannot supply you, we will do so quickly.

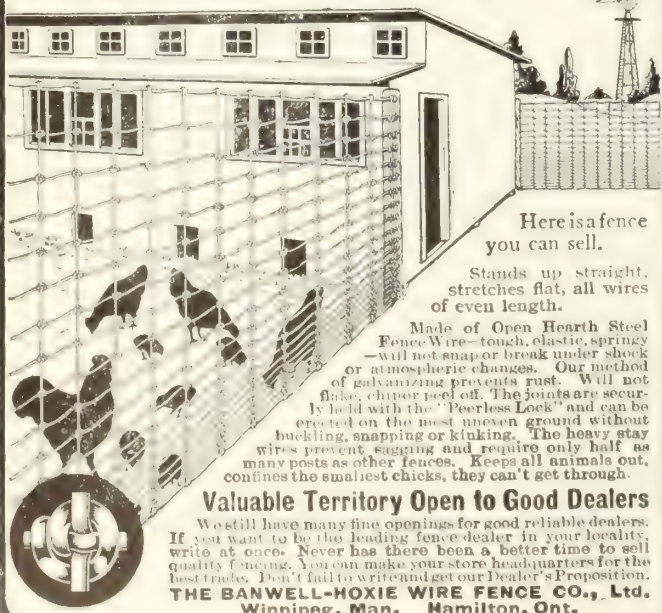
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Here is a fence
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Fence Wire—tough, elastic, springy
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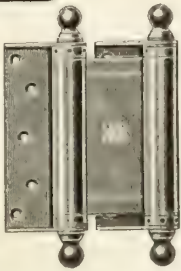
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ONLY BOMMER

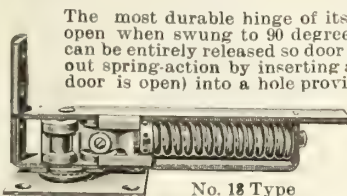
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have the weight-supporting bearings correctly located to liberate the action of the springs, reducing breakage and increasing spring power, preventing unequal wear of the barrels, and giving practically unlimited durability.

Bommer Floor Surface Spring Hinge Has Release and Holdback Features and Ball Bearing and Alignment Device

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No. 12 Type

The most durable hinge of its type, holds the door open when swung to 90 degrees. The spring-action can be entirely released so door will swing free, without spring-action by inserting a wire nail (when the door is open) into a hole provided in the side plates. The spring-action can be restored by withdrawing the nail.

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Canadian Representative, Alex. Thurber, 290 St. Paul St.W., Montreal



DU PONT

POWDERS

ARE THE

Hunter's Reliance

FOR dependability and stability the Sporting Powders made by this century-old company have gained world-wide recognition.

This display of confidence is a proof of their popularity and enables dealers to simplify stocks and make quick and profitable sales.

DU PONT Sporting Powders are noted for their high velocity, penetration and moderate recoil.

The leading ammunition companies load Du Pont Sporting Powders. They are also sold in bulk in popular metal canisters.

For shells and bulk packages, specify Du Pont loads—the hunter's reliance and the best powders to sell.

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Powder Makers Since 1802

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ESTABLISHED 1863

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Twelve Medals of Award at
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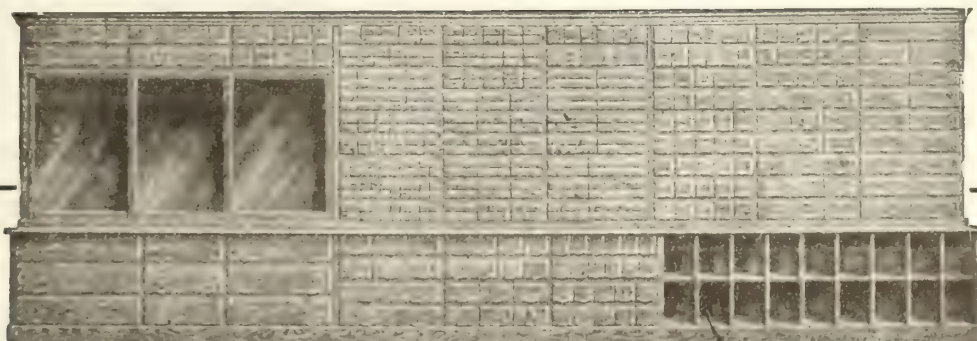


Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.



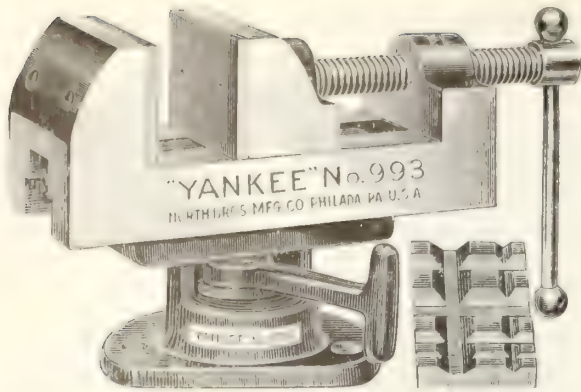
ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service.

Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same. Send for illustrated catalogue, it will interest you.

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"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good
Sale for Them*

Manufactured solely by

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Successors to

**The Gutta Percha & Rubber Mfg. Co. of Toronto
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"TIGER" WHITE LEAD

The Lead With the Spread

PROMPT SHIPMENTS MADE

PACKED IN $12\frac{1}{2}$, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.

The Steel Company of Canada, Ltd.

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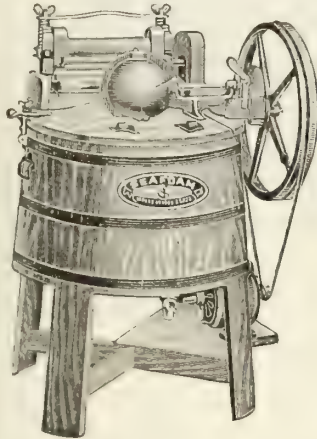
TORONTO
HALIFAX

WINNIPEG
ST. JOHN

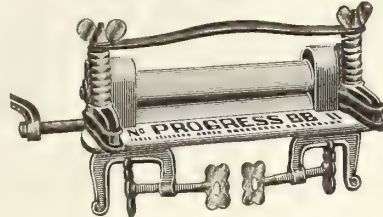
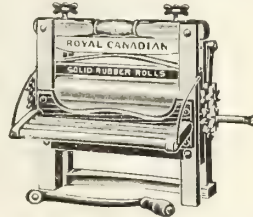
No Woman

will hesitate to pay the price asked for a Washing Machine or Clothes Wringer.

If you show her the **Easy Running, Perfect Working Qualities and Reasonable Prices**, she's sold.



Electric Power



Water Power

Cummer-Dowswell Limited, Hamilton, Ont.

Make a machine to fit every purse

MORRISON IMPROVED PRESSURE GAUGES

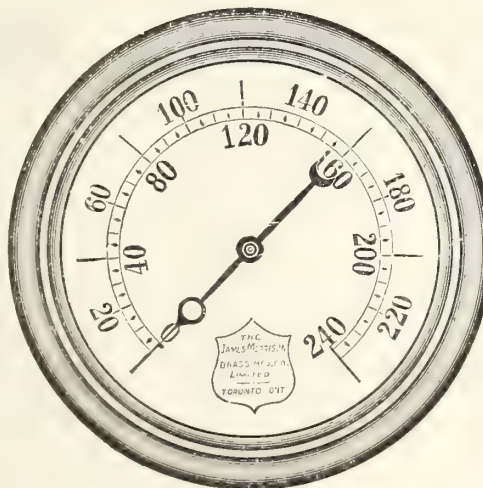


OUR AMMONIA GAUGES

To withstand the action of Ammonia Gas, are constructed of Steel Tube-Springs connected to Malleable Iron Sockets and have *all-Iron* Movements.

The Iron Case is fitted with heavily nicked Brass Rings.

Pressure graduations are from 100 lbs. to 500 lbs. Also with 30 inches Vacuum Scale when so ordered.



Manufacturers of Steam, Vacuum and Combination Gauges, Locomotive and Duplex Gauges, Morrison's Standard Test Gauges, Hydraulic, Altitude, and Sprinkler Alarm Gauges, Combination Water Works Gauges, Pyrometer Gauges, Engineer's Clocks and Revolution Counters, Pressure Gauge Testers, Pyrometers for Bakers Ovens, Recording Pressure and Temperature Gauges, Blast Pressure Gauges.

Dealers in Thermometers for Heating Installations, Feed Water, Flue Gas, Etc.

All our instruments are of the very highest quality and utmost reliability, and are sold under a full guarantee of satisfaction. Approved by Provincial boiler and steamboat inspectors.

We are prepared to give necessary attention to all kinds of gauges requiring repairs.

James Morrison Brass Mfg. Co., Limited
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We think we are right in asserting that there is not a factory or workshop in your town that is not using one or other of the "Famous Five" Files.

The reason is obvious.

This means that every day there is a certain demand for so many of these files. If you carry a good stock of them, business will naturally gravitate to your store.

More than 60,000,000 of the "Famous Five" Files are sold every year. Our advertising, plus the quality of the files themselves, creates and maintains the demand.

It is up to you to get the retail sales benefit of this demand.

When ordering through your jobber, specify the Famous Five.

They are:

**KEARNEY & FOOT
GREAT WESTERN
AMERICAN
ARCADE
GLOBE**

(Made in Canada)

NICHOLSON FILE COMPANY
PORT HOPE, ONTARIO
"Jobbers Everywhere"



*A typical small town Hardware Store, but it gets the business. Are you getting **your** share?*

Autoists have long ago learned that a Bowser "Sentry" Pump is

The Sign of a Progressive Hardware Store

the same as a clock, out in front, calls attention to the jewelers, or the striped pole signalizes the location of a barber shop.

In addition to their advertising value,

BOWSER
ESTABLISHED 1885

outfits are money-makers. You make a profit on gasoline and on other sales made to those who would not otherwise stop.

Buy gasoline in any quantities you want, store it safely underground, where it can't evaporate or deteriorate, then pump any amount desired directly into your customers' cars, quickly, accurately measured and filtered.

The "Red Sentry" Equipment, illustrated above, is only one of the many self-measuring pumps and storage systems we manufacture. We make outfits for handling kerosene, paint, lubricating and volatile oils of all kinds, and a request for descriptive matter and information concerning anything along this line won't obligate you in the least.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue, Toronto, Ont.

Sales Offices in all Centres, and Representatives everywhere.

G-1

CANADIAN HARDWARE JOURNAL

JAMES O'HAGAN,
EDITOR

GEO. H. HONSBERGER
ADVERTISING
MANAGER

Published First Wednesday of Each Month

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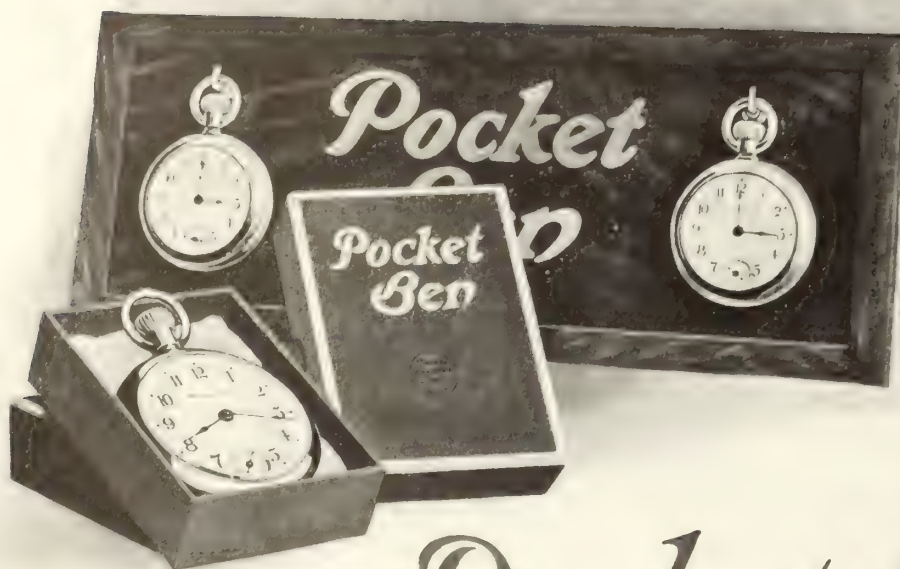
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The Commercial Press, Limited

32 Colborne Street, Toronto, Canada

JOHN FIRSTBROOK, PRESIDENT; D. O. MCKINNON, GENERAL MANAGER; W. L. EDMONDS, CONTRIBUTING EDITOR
JOHN G. KENT, VICE-PRESIDENT; J. C. ARMER, MANAGER OF PUBLICATIONS

Publishers of: The Canadian Manufacturer; Canadian Hardware Journal; The Canadian Builder and Carpenter
Motoring; Canadian Furniture World and The Undertaker; The Retail Grocer and Provisioner
Retail Druggist of Canada; The Electrical Dealer and Contractor; The Canadian Clay-Worker



Pocket Ben

A Westclox Watch

POCKET BEN has the looks, the package, the selling helps, to get attention, and works that do you credit as well as himself.

Pocket Ben was designed to attract customers for you, to satisfy them and bring them back for other goods. The best recommendation we can give him is the tag, which reads, "Western Clock Co., La Salle, Ill., U. S. A."

Pocket Ben is well designed and finely finished. The case is nicely rounded and well-proportioned, the dial, clear and distinct.

He has the same style, light running, reliable move-

ment that makes *Westclox* so successful.

Each dozen is packed in a carton with two display cards and a novel display stand for your window or show case.

With an order for three dozen at your request we send a handsome walnut display rack shown above, a very attractive fixture.

There's a good margin of profit in Pocket Ben. The box and selling helps create a good demand.

Is it any wonder they sell faster than we can make them?

Furnished in nickel or gun metal.

Western Clock Co.

La Salle, Ill., U.S.A.

Makers of *Westclox*

Toronto Office, 58-64 Wellington St. W.

Protecting the Future by Regulating Present Prices

A discussion of the bullish tendency of the markets and the necessity of retailers fixing their selling price on the basis of prevailing values.

WHILE fundamentally the price at which an article or a commodity should sell over the counter is determined by its first cost, plus cost of doing business and the percentage of profit deemed necessary, yet in practice it is not infrequently determined by the market conditions obtaining when the sale is being made.

Sometimes it works to the retailer's advantage. And, again, it sometimes doesn't.

It works to the retailer's advantage when, after the market has advanced after he has bought, he marks up his selling price to correspond with the figure he would be compelled to pay did he at that particular time have to enter the market to purchase. It works to his disadvantage if, after he has bought, the market takes such a drop that he is compelled to cut his price in order to effect sales.

An Unfortunate Practice

Unfortunately for the retailer the latter practice is more common than the former. Fearful that his competitors will not follow suit, the retailer does not always make his selling price correspond, when the market is an advancing one, to that which he would then be compelled to pay either the wholesaler or the manufacturer.

In doing so he is usually actuated by either one or two motives. He either thinks he will be able to undersell his competitors, who may have been compelled to purchase at the higher figure, or that he will be able to curry favor with his customers by informing them that although the market has advanced his selling price remains unchanged.

As statements of the latter nature, when made to customers, savors of patronage, it does not always create a good impression in the mind of the customer to whom it is addressed. Here is a case in point: A customer entered a retail store in Toronto the other day to purchase a certain article.

"The price of this has gone up considerably," said the retailer in a sort of supercilious air. "but seeing it is you, I'll let you have it at the old price."

"Will you," replied the customer, somewhat sarcastically, who, by-the-way, is a commercial traveler. "Thanks."

"I don't want any of his darned patronage," remarked the customer to a friend as he left the store. "If the goods are worth more he should have charged more."

In his efforts to profess generosity that retailer did more harm than good. And the family of that particular man was a regular customer at his store. This particular case may be an exaggerated one, but it is not an isolated one.

Incidentally this particular customer's remark should serve as a good text for the guidance of retailers at this particular time.

"If it is worth more he should get more."

In at least the memory of the present generation

To-day's, and not yesterday's, cost should be the basis upon which retail prices are regulated

there never was a time when the tendency of the markets generally was so persistently upward. In some lines of merchandise it is more marked than in others. But there is scarcely a line to which it does not apply to some extent.

What lesson then, does it convey to the retail trade? Simply and solely this: Regulate your selling price by the market cost of to-day and not by that which you paid a month or six months ago.

Some years ago a retailer in a country town declared to the writer that he was not in business for the benefit of himself.

"I am," he declared with a sort of religious fervor, "in business for humanity's sake."

His store and its whole surroundings did not look as if he was in business for anybody's sake. It was not only small and insignificant, but it was about as untidy and uninviting as a store could be.

Not a Benevolent Institution

A retail business is not a benevolent institution. It is a place in which, by fair and legitimate means the merchant conducting it shall make a fair and honest living. This implies that he should also be fair and honest with himself. It furthermore infers that he should protect both his family and his creditors.

Now let us apply this principle to the case in point. Is a retailer fair to himself, his family, and his creditors when he neglects to base his selling price on the market value obtaining to-day? Scarcely.

Why not? Simply and solely because he is not protecting himself against the inevitable day when, because of the drop that will eventually take place will find him with goods in his store, out of which the bottom has fallen as far as the price is concerned, and which he will be compelled to sell at a loss or without any margin of profit, or keep them on hand to eat up interest or depreciate in value.

Then, furthermore, is it good policy, in fixing the selling price of to-day on the market values of the past and not on those of the present, to overlook the fact that when he does enter the market to purchase at the higher figure, that he will find it all the more difficult to obtain the price he will then have to quote because of the sharp advance he will be compelled to make in order to catch up, as it were, and earn his usual and customary percentage of profit. If he does he will have to do in one bound that which he should have done in two.

In view of the contrast there will necessarily be between the old and the new prices, his customers will naturally come to the conclusion that he is robbing them. For the onus, when prices advance, is usually upon the retail dealer and not upon the manufacturer.

Study the Situation

In view of the bull market that everywhere obtains these days the retail dealer can not do better than daily

(Continued on page 15.)

Seasonable Tips *for the* Hardware Dealer

By WM. J. BRYANS

PUTTING YOUR STORE ON THE MAP

THE name of the young lady in the small-time town who first appeared in a short awning-stripe skirt last spring is still remembered by the residents. The attire was unusual in that town and for that reason the young lady who led the way in the wearing of the latest pattern established her name quite prominently in the community.

In just the same way, the doing of something out of the usual by the retail merchant is sure to make an impression on the public mind and assist in putting the dealer's store on the map. So many stores are so monotonously similar both in appearance and the methods they employ that the store that is aggressive enough to inaugurate something new and of a progressive nature is sure to get a more prominent place on the stage of public attention than the less aggressive establishments that operate along similar and unchanged lines with the exception of adopting the things that have proved beneficial to their more aggressive competitor after the latter has reaped the glory and benefit of them.

This plan of action may be likened to what occurs in a musical act in which a star leads off by singing a song and a chorus later joins in. All the latter sing the same thing and sing just as hard as the star did, but they chime in after the star has presented it to the audience and reaped the greater part of the glory. The trouble with too many merchants is that they are in the chorus—all attired the same and whooping up the same tune—instead of being stars and presenting the latest to the audience first and reaping big benefits as a result.

CASHING IN ON THE MOVIES.

IF popularity with the masses is the key for judgment, attending the "movies" can easily be called the national pastime. They are patronized by all ages and all classes and increasingly so as the standard of pictures has been raised. This brings up the question of the use of the movie film as a means of advertising for the retail merchant. Many dealers both in large and small centres have already found it an excellent means of publicity.

There appear to be good reasons why the movie film should be a good advertising medium. The ad. of a dealer flashed on the screen at the end of an interesting picture is sure to get attention. There is nothing else to detract attention from it as is the case in a newspaper where your ad. is surrounded by other matter. In addition, if you are advertising in a picture theatre in your own vicinity, there is little lost circulation, as practically every member of the audience is a prospective customer.

An essential of a movie ad. is that it be brief and breezy. Otherwise it will not be read. When people are out for amusement they are not going to read a long selling message. However, if it is short and written in a brief manner, it is likely to get attention.

GOOD EQUIPMENT IN RELIEVING HELP SHORTAGE.

ONE means towards solving the help shortage problem that at present exists in the trade is by the installation of methods and equipment that will facilitate the carrying on of work in the store. One dealer who previously spent a good deal of time in keeping the records of business in desirable shape, found that one of the latest designs of cash registers would do a great deal of this work for him and so he is now able to give more time to looking after other branches of his business.

This same dealer installed shelf window fixtures so that displays could be more quickly arranged. He also got the clerk who looks after the window work to plan his windows in advance so that they could be put in quickly.

Dealers doing a credit business and who have not an account register will find it good business to install one, and so do away with the needless work of posting books and making out bills. In the same way, there are many other lines of equipment that will help materially in reducing the amount of work in the store.

Trade-Winning Methods for Hardware Dealers

Stimulate fall buying—Telephone service helps—Added departments for the small town—Listing shelf goods—Dressing the show case.

THE wide-awake dealer in the hardware selling game looking for arguments to stimulate fall business should first consider the character of the article and find out how its sales were distributed throughout the year. I believe the thinking man will agree with me that no commodity in the hardware line, be it ever so staple, sells alike in each of the twelve months. Seek out the goods that are timely and seasonable and then plan how you can increase their sale during the autumn months.

WINNING TRADE BY PHONE

Indifferent telephone service can drive away as much trade as a poor delivery system. But, properly operated, it may well develop into one of the most potent agencies for finding new customers and holding old friends.

The argument that encouraging patrons to telephone orders is bad policy because it prevents their coming into the store and falling under the spell of displays of goods which may lead to chance purchases, has no real bearing on the case. Even if this objection were well taken, the department store man could not use it long.

OPPORTUNITIES IN SMALL TOWNS

Gaspe, Que., is a town of about 1,000 population, and Robin, Jones & Whitman, Ltd., are about the largest general merchants. Keeping an endless variety of stock, the hardware department is, of course, important; how important is shown by the fact that flashlights and batteries are largely sold. The town has no illumination, so nearly everybody uses a flashlight at night with a constant demand for batteries, but the hardware store had to show them before sales began to be made.

Fishing tackle we of course expect to see, as Gaspe is a large fishing centre; but along with these go talking machines and cameras. The first-named were practically introduced by the firm, and their first year's sales on records alone ran to \$500. Cameras, of course, go well with the fishing tourists who make Gaspe. But all told it means much for the dealer who is able to look ahead and pick out the lines that are apt to be ready sellers in his locality as Robin, Jones & Whitman have in Gaspe.

LISTING SHELF GOODS BY SYSTEM

A convenient system for listing hardware shelf goods is employed by a Toledo, Ohio, firm. The rows of shelves in the retail department are divided into sections, there being from eight to nineteen shelves in a section, the number depending on the height of the shelves. Each section is numbered and at the left of each section is hung a printed form $3\frac{1}{2} \times 10$ inches and enclosed in a frame with a celluloid front to keep the card clean. At the top of this form is the section number. Ruled columns are provided for listing the stock in the sections. The first column is for the shelf

number. Next to that is a column to designate the stock on that shelf, and to the right are two columns for the price. One of the latter columns is for the price per dozen and the other is for the price for a single article. The system is very simple and convenient.

DRESS THE SHOW CASES WITH CARE

Show cases have been called the "silent salesmen" of the store. The business of the show window is to attract customers into the store. The function of the show cases should be to sell goods after they have gotten in. There are many hardware stores that are equipped with fine show cases and other modern fixtures that do not use them to the best advantage.

Show cases will actually sell goods if they are properly trimmed. Each show case should contain one



Displaying kitchenware in a St. Catharines hardware store.

class of goods, such, for example, as cutlery. It is a serious mistake to put too many kinds of merchandise into one case as it destroys the effect. The mind of the customer is more impressed by a show case filled with pocket knives than it would be by a show case filled with a half dozen different kinds of articles.

Knives displayed on a background of green velvet make an effective and striking setting and every dealer who considers the improvement of his store and the possibility for greater sales should give every attention to the dressing and arrangement of his show cases. It means more business.

PROTECTING THE FUTURE BY REGULATING PRESENT PRICES

(Continued from page 13)

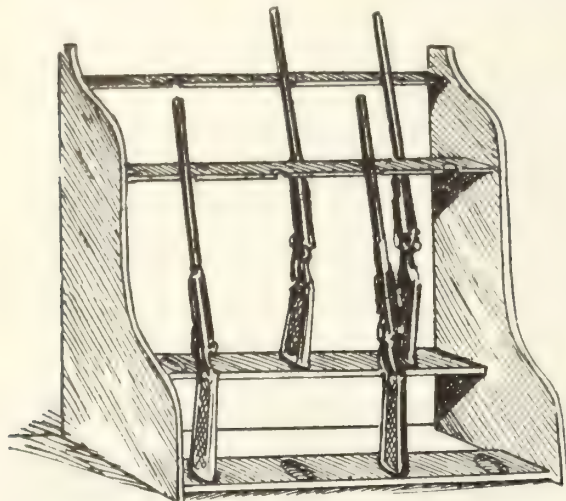
sit down and carefully study the market situation as far as it concerns his own lines, and that means the market for raw material as well as that for the finished product which he sells. In the light he thus obtains he should accordingly regulate, as far as possible, the selling price of the goods he has in stock.

By this means he will be protecting his future as well as enhancing his present profits.

Featuring Sporting Goods in the Hardware Store

EDUCATE THE PUBLIC

The sporting goods dealer who is constantly doing something to educate his trade in the use of new sporting goods is nine times out of ten the dealer who can produce the largest amount of yearly business. To educate the trade, the dealer faces a constantly changing problem and the live merchant is always on the



Simple and novel gun display rack.

alert for new ways of getting attention. Store displays are very strong ways to attract attention and promote interest and dealers can make goods very popular by illustrating their use in the store.

FEATURING SPORTING GOODS

There is no reason why the hardware retailer should not supply at least a part of the demand for certain lines of merchandise, the sale of which now is quite generally left to stationery stores, sporting goods dealers, and others. Take, for example, the sporting goods line. In the average town, the hardware store

has a small line which is not featured. On the other hand, very often the stationer or druggist has the same class of merchandise, and gives it a prominent place in his advertising, his windows and his store. The result is that the cream of the trade goes to these places and the remains only are left for the hardware dealer. The opposite should be the case. The logical and natural place for the display and sale of baseball goods, tennis supplies, fishing tackle, camping outfits, golf clubs and various and sundry other items is the hardware store.

STUDY YOUR FIELD

Not infrequently the man who handles sporting goods does so in a purely perfunctory way. This is particularly the case where sporting goods are carried as a sideline to some other business, as is frequently the case with hardware, stationery and like trades. The dealer guesses as to what to order, stocks such goods in such quantities as he thinks or hopes will sell, and leaves them (with the help of a little advertising) to sell themselves.

This attitude is not the best type of business. Intelligent study of the local field pays just as well in connection with sporting goods as in connection with any other line of trade. Before a dealer orders he should have a clearer idea of the requirements and possibilities of the local field than can be secured by merely glancing over the invoices of other years.

SELL BICYCLES IN THE FALL

Many dealers who handle bicycles prepare to shunt the wheels to the rear where they remain unnoticed until the following spring. Much interest is lost by the dealers in the bicycle at the close of the heated term, when, as a matter of fact, there is no better time for bicycle riding than in the fall. If the business is not as heavy during the fall months as in the spring, it may be because less effort is made to stimulate it.

Housefurnishings a Good Fall Selling Line

IF women are used to coming into a hardware store, getting good treatment and good goods, when they get ready to buy a house, or spend a large amount of money, what is more logical than for them to come to you? Yet, the average hardware store does not pay enough attention to kitchen specialties to ever have the housewife give the hardware store a second thought.

When they do carry a stock, they keep it dusty, dirty and under the counter. If the experiment were tried out by every hardware store, of taking one counter and making it an attractive kitchen specialty hardware counter, attractively gotten up, kept clean, given a window display now and then, and keep close tab on it the results in ninety-nine cases out of every one hundred would be so gratifying, and at the same time so surprising, that this line of goods which is now sadly neglected, would be brought to the front, and given a big space and display.

NOVEL TINWARE SALE

"Buy a dish pan for ten cents and get a picture of yourself and the dish pan." This was the unique invitation that brought a big crowd to an American store. The day of the opening sale a group photo was taken, and copies of this were given to customers buying the pans. Other goods, of course, were also sold.

MAKE THE TRIM TYPICAL

Simple window trims are the most effective. Very often some little occurrence in the town or a notice in one of the local papers gives you the cue for a trim that will attract more attention than many of the most carefully thought out trims. By adding a little local color to your window to tie up with National advertising, you can always make more of a hit, because town

folks are strictly local people, and Bill Smith likes to know that Jack Jones, who lives right next to him, also uses the same kind of tools that he does.

MAKING USE OF GUMMED STICKERS

For an article that does not cost much and which combines both utility and advertising value, the little gummed sticker stands high. It is convenient as it may be used to take the place of string or sealing wax on many packages, and it carries a brief message that is read involuntarily and remembered.

DUSTLESS DISPLAY TABLE

To display goods means to increase business. How can this be done to the best advantage? In a number of stores throughout Ontario—we saw one in McGregor's at Oakville, recently—is a bargain sales table that has proven satisfactory in displaying the thousand and one odd items found in every hardware store. The particular feature about this table is a removable top section composed of boxed compartments or trays for setting on the table and a wire top to the table, which forms an open bottom to each tray. When articles are dusted the dust falls to the floor instead of lodging in the bottom of the trays. This means that goods are kept in better condition with less labor. By leaving the top section removable, sections with different divisions of space and depth may be used on the same table, permitting a change of display as the seasons change. In many stores wire trays are used. These trays must be moved and the table top carefully cleaned every morning. Unless the trays are made of fine wire, it is difficult to keep small articles in place. Solid partitions tend to keep the stock in much better shape. These display tables need not be expensive to build. The legs may be made from 2x4 lumber tapered from the table to the floor, and the side panels on which wire is nailed can be made of 1 x 3 cypress lumber, and the top section of 3/8-inch material. In fact, galvanized iron might be used. The space under the table may be used to display express wagons, sleds or any seasonable line of large articles. Used for this purpose, a platform 3 or 4 inches high, might be built to keep the stock off the floor.

SOLICITING TELEPHONE BUSINESS

F. G. Niebel, corner Dundas and Arthur Streets, Toronto, believes in catering to telephone business. A free delivery service is maintained for the convenience of customers until ten o'clock each night. On an envelope used for sending out a variety of small articles an appeal for telephone business has been printed. We reproduce it here:

DISPLAY WASHDAY GOODS

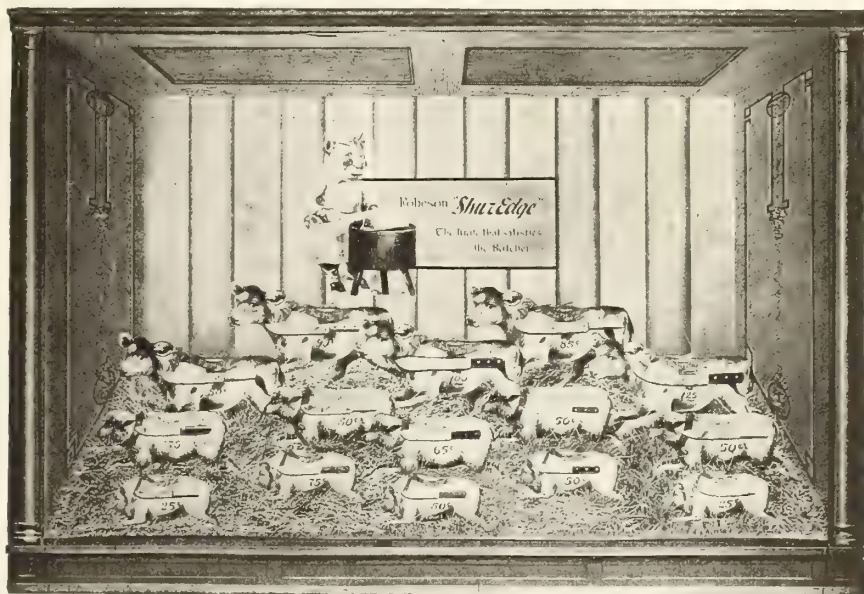
Building sales of wash day appliances of all kinds, whether washing machines, boilers, wringers, clothes baskets or other essential adjuncts of the occasion, is

largely a matter of following out the same general lines of procedure as are used in merchandise of other kinds.

Showing the goods in the display windows of the store, advertising them in the local papers or in your own store paper, and following this advance work up with a prospect list and personal work in other directions, will result in sales. It is not difficult to arrange a window display of this class of merchandise which is attractive. Motion may be incorporated in the display through the use of electricity. Actual operation of the various devices may be shown.

GET READY FOR FALL PRESERVING SEASON

This is a season of the year when there is a ready sale for many lines of household goods. Preserving kettles are made in a large variety of sizes and can be formed into an attractive window display. Price cards will help to move the lines rapidly. Show cards giv-



An appropriate knife display for fall windows. Carving sets or general cutlery can be substituted for the butcher knives.

ing suggestions for the preserving season will also help to create an interest in preserving utensils.

Very reasonable profits may be obtained on enamelware, tinware, aluminumware and other household lines. Newspaper advertising if properly applied is also a splendid business-bringer for the household goods line. Electros may be used effectively and the quoting of prices is to be commended.

E. H. Davis, hardware dealer, Toronto, is removing to Sunderland.

WE WANT BUSINESS PICTURES

The Editor of Canadian Hardware Journal is anxious to get photos and cuts of new store fronts, window displays, interior views, department groupings, and anything else of a special nature likely to interest our readers and be helpful to the younger and newer men in the business. The cuts and photos will be carefully kept and returned immediately after using, to the owners. Address them to Canadian Hardware Journal, 32 Colborne Street, Toronto.

Selling Electric Washing Machines on Installment Plan

*How to begin—Make offer to prospective buyers—
Business worth cultivating—Big profit for dealers.*

Every season there is some new phase in the electrical supply business that can profitably be put into practice by any dealer who takes the time to study the new methods as used by others in the same line of business.

A large number of live dealers throughout the country are selling electric washers and vacuum cleaners on the installment plan. However, many dealers think that selling on the installment plan requires a considerable amount of surplus cash. But this is not the case. In fact, if the dealer can buy and pay for two electric washers, he can buy and sell a hundred without an additional investment, and this article will tell how it can be done.

Another big mistake made by many hardware dealers is that they try to sell high-priced articles only to those who can afford to pay cash for the article at the time of purchase. They do not realize that for every customer who can pay cash for a \$100 machine there are a dozen who would be willing to buy on the installment plan.

In every community there are many families who would appreciate doing their washing by electricity, but they do not feel that they can dig down into their pockets and pay out \$100 at one time without greatly inconveniencing themselves. Perhaps some of the very customers you have been trying to sell an electric washer on the cash basis would be glad to buy the washer if you offered to sell it with an initial payment of anywhere from \$5 to \$25 and the balance at the rate of \$5 per month. This class of customers, as a rule, do not want to ask the dealer to sell a machine on the installment basis, but if the offer came from the dealer they would be very apt to accept the proposition, even if asked to pay \$5 more than the cash price. And there should be a slight increase in price when a machine is sold on the installment basis, for otherwise there would be no incentive for paying cash.

Suppose an electric washer costs about \$65 and is sold for \$100. If the machine was sold for \$15 down and the balance in monthly installments of \$5, it means an investment of \$50.

To simply sell a machine on this basis and then take the customer's word for it that he will pay \$5 a month until the entire amount was paid is poor business. There would be no protection, no real hold on the customer or machine, in the event he could not keep up his payments. The method that should be used when making a sale on the installment plan is to secure yourself by a note from the purchaser and a mortgage on the machine, giving the customer a bill of sale when the last payment is made. Some dealers take a single note for the entire amount and then credit the customer with the monthly payments as they are made. This is a fairly good method, but there is an even better one. Instead of taking a single note for the entire payments due, it is better to take a series of notes, one for every month, so that every time a payment is made the note due that month can be returned.

There is another great advantage to this method. If the customer is reliable, and he should be, then the notes and mortgage can be taken to the local bank and money borrowed on them, or the notes can be sold to the bank at a slight discount. In this event, the cus-

tomers can make the monthly payments directly to the bank. This process can be repeated a hundred times, if that many machines can be sold on the installment plan, and no greater investment will be required than the money paid for machines at the time of the original purchase. The wide-awake dealer protects himself fully when a machine is on the installment plan, and, if fully protected by notes and mortgage, no trouble will be had in getting the cash from the local banker.

It can be readily seen that it does not require a large investment in order to sell a hundred machines on this plan. As installment sales are becoming more and more popular every day, it is to the dealer's advantage to seek prospective buyers who can afford to buy machines on this basis—and that means practically every family where electricity is used in the home.

In every community there are hundreds of householders that should be doing their washing by electricity. It requires a little pluck and hustling to make these sales, but some dealer is sure to get this business sooner or later, and it is pretty safe to say that the first man in the field will reap the biggest rewards. He will have so great an advantage over the other fellow that it will be hard for any dealer to overcome the publicity and prestige gained by the dealer, after once he has a good start.

The secret of financial success is in doing those things that will increase business and leave a sure profit. Book accounts are hard to turn into cash, as many dealers have found to their sorrow. But when the dealer has a customer's note or notes, backed up by a mortgage on the article sold, it is almost as good as cash. Some customers may object to giving from 10 to 20 notes for \$5, plus the mortgage, in payment for a washer, but these are very few and usually can be made to see the dealers' side of the transaction. He can explain to the customer that if it were not for the notes and mortgage, sales could not be made on time payments. This will usually do away with any objection a customer might have. It is a particularly good excuse to give to the man who claims to be absolutely honest and is good for several times the amount of the total purchase price of the machine.

Installment selling means a big profit to the dealer, but he must set a standard by which he is absolutely protected. And he must live up to this standard. If one customer is favored, others are apt to hear about it and will ask for the same terms. If one sort of an agreement is made with one customer and another with the next one, there will be no set standard by which to govern sales.

The hardware dealer who makes the biggest success of his business is the one who is not afraid to demand his rights—and fully protecting himself is not only his right, but his duty, both to himself and to the wholesalers and manufacturers who sell goods on credit—on their confidence in his business judgment, honesty and integrity.

Possible Employer—"H'm! so you want a job, eh? Do you ever tell lies?"

Applicant—"No, sir, but I kin learn."

Be Seasonable in Your Displays to Make Them Effective

Striking example of how attractive
a sporting window can be made.



NO window display is so timely or so effective just now as that which embodies a hunting scene. Even the man who doesn't respond to the call of the wild will be halted by a pictured camp; while to the enthusiastic hunter, the appeal of an effective display is irresistible.

With the fall hunting season again abroad in the land and the minds of the red blooded men and women turned to hunting, now is the time for hardware dealers to show off their sporting lines. It is all well enough to talk about spring shooting, but it doesn't seem to harbor half the romance that comes with the fall sports. The man who has stuck by his job all summer with no thought of a vacation until the coming of the cool days is beginning to hear the call of the wild. He wants to get away, and he will get, too, if he has half a chance.

His getting will mean more money for the sporting goods dealers, and they are setting the traps to catch the money. One of the best baits to use will be found in the window trim. If the fall trim is properly done it will almost make some men leave their jobs in order to get a few days in the field for small game or in the big wood for the big game.

FALL SPORTS MAKE GOOD DISPLAY

An especially fine fall sporting goods window is the one pictured herewith. The background is lattice work with colored grape vines running on it. The two arches are made of boxes and a plank nailed across the top and a bent buggy rim nailed on the top of the plank. The dummy is placed between the two arches and is shown in a running position; his hand is extended as though to give his opponent a stiff arm. It was an easy window to put in and there was a crowd looking at it the whole time it was in. It was kept in about three weeks and it brought results. It enthused people to buy sporting goods.

This window carries with it some valuable suggestions that can be used in displaying any class of goods at any season. In the first place the football player carrying the ball in a natural position suggests life and action—so valuable in window display—and then note the simplicity of the decorations—just enough not to overshadow the merchandise but rather to make it stand out more clearly. In the display there is no overcrowding, no confusion.

HOW TO DISPLAY MERCHANDISE

There can be no question now about the advisability of merchandise display, said Geo. J. Cowan, a window dressing expert, recently. The question now of vital importance is, "How shall we arrange our merchandise in order to get best results?" Looking back thousands of years and also making a study of merchandising conditions in even the most primitive countries of to-day, we find that the first essential in most merchandising is to get the goods out where they can be seen. This is what the great mass of merchants are doing at the present day. Of course, the average store in the more progressive countries has improved wonderfully in the last few hundred years, this being particularly true of the show window in so far as construction and lighting is concerned. The introduction of plate glass about seventy-five years ago has been the most powerful factor in the improvement of the show window.

No matter how up-to-date your show window may be it is still vitally important that someone in the store knows something about the more important principles governing the display of the goods that the store has for sale. One very important rule that can be applied to almost all lines is to try to show goods as they will appear when in use. Let us apply this, for instance, to ready-to-wear garments. Compare in your mind's eye a window having suits, dresses, waists, or any other items of ready-to-wear hung up on bars, garment hangers or cross T stands, with a window in which the garments are placed on forms or wax figures. In such a window as the latter the possible customer can see exactly how the garment will look when worn; will have a clear idea of how they fit, can see perfectly every detail of make and thus will be created a desire on the customer's part to possess these goods which she knows are pleasing in style, and perfect fitting.

Applying this same principle to the showing of hardware and other housefurnishings in order to follow out this principle of showing merchandise the way it will appear when in use, let, say, articles for the kitchen be shown in natural surroundings, while other articles should be shown in an appropriate setting. This system of display compared with the old method of showing a heterogeneous collection of all kinds of hardware in an open-back window means that the same items of merchandise will look a hundred per cent. better and actually suggest how they can be used to advantage in the home.

Window's Purpose is to Sell Goods

THINK of your window always as being a salesman—not as a medium for drawing a crowd. Direct sales will not always follow this or that display, but a continued showing of well-dressed windows will definitely increase your trade.

How long you should keep a display in your store window depends somewhat on the kind of exhibit you are making and the season. If your store is located in a small town, it is poor policy to keep a display in for any lengthy period; the same persons see it continu-



How the Weyburn (Sask.), Hardware & Furniture Co. made an attractive and patriotic display of binder twine. Twine fence entanglement in front with twine outworks, surmounted with Union Jack. Military caps and shells added to the picture.

ally, and soon grow tired of it. Generally speaking, the best plan is to make a new display every week.

Have seasonable exhibits—for spring, summer, autumn, winter—for all the seasonal activities on your local calendar, and for the holidays: Hallowe'en, Thanksgiving Day, Christmas, etc. Always make your display far enough ahead for the occasion featured.

Two Classes of Displays

Window displays can be grouped roughly into two classes: First, those which create interest and curiosity, but which give the spectator little knowledge about the articles shown; so that he comes into the store undecided about buying, and ignorant of the prices, etc. Secondly, those of direct sales appeal; featuring a certain definite article or articles and giving the spectator virtually a complete knowledge by means of demonstration, "talk cards," price cards, etc.

A direct sales appeal display depends for its effectiveness upon attractiveness, convincing argument, drawing power of human interest. Attractiveness here means the ability to catch the eye of the passerby and give a pleasant impression. Strong effects are needed to hold the attention. These are provided by size, bright, vivid colors, novelty of arrangement. A size attractor is exemplified by the huge cardboard models of articles, which some manufacturers furnish dealers. Where articles are not of themselves large enough to give this impression of bigness, size can be suggested by quantity: such as a barrel almost filled with excelsior and with a top layer of locks. Mirrors placed in the window also give, by their reflections, the effect of size. Window trims, draperies, and so on, are utilized for lively color effects.

"Convincing argument" and "drawing power of

human interest" are furthered by such devices as practical demonstrations—either by live or dummy figures or large cardboard demonstration cut-outs. The demonstration shows the article's advantages of construction, points of superiority, advantage in use, etc. Work can also be shown in process of construction; such as a window scene showing the corner of a workshop, with a saw halfway through a board, and other tools lying about. Or, by way of contrast, presenting an old, battered tool of inferior make, and exhibiting beside it a handsome new tool with a "talk card" urging the spectator's purchase.

Another, more detailed, classification of display can be made as follows: 1, straight sample display; 2, display designs; 3, advertising helps; 4, feature window; 5, novelty window.

For a straight sample display dress your window neatly with samples taken from your general stock. Such an exhibit is not very inspiring.

In a display design exhibit arrange goods in geometrical, decorative fashion. Such windows are dignified and always win a certain attention.

The advertising help display is based on the elements of the dealer's advertising. Window cards of various kinds are a necessary auxiliary. They bear short sentences referring to the quality, prices and uses of the goods; with suggestions as to the desirability of purchasing the articles at this season of the year, or noting the fact that inside the store is a complete line of the articles displayed in the window. Cards also refer to the business policy of the firm. This type of window appeals strongly to the observer. It tells him things—live trade news to his interest. It is usually a good, quick, sales stimulator.

The feature window display is one in which one article or line of articles is featured. For instance, a culinary window showing a model kitchen complete with household articles; or a window featuring one make of saw. "Talk cards" are always useful in such a window.



Suggested display of guns and hunting outfits for a small window. It can be enlarged and elaborated for a bigger display.

Hints for Putting Pull Into Your Advertisements

Advertising should be used not only for general publicity but also for the purpose of selling goods directly.

By MARCO MORROW

YOU occasionally find a retail merchant who thinks and says that he "does not have to advertise." "Why," he will tell you, "everybody in town knows me and my place of business. Half the people in town pass my store every day. It would be a waste of money and effort for me to use newspaper space." The trouble with such a business man is that he has never been shown the fundamental idea of advertising. He doesn't understand the chief functions of advertising. No one has pointed out to him that advertising is salesmanship and that its function is much wider and much more far-reaching than merely "letting people know where he is."

The Simplest Function of Advertising

There are three things which advertising must do for you:

First, it must let the people know who you are, where you are, and what you are. This is its simplest function. The sign over your door, your store front, the display in your window—these help perform this necessary function; the little standing cards which retailers sometimes run in their local papers, and indeed a greater part of the retail advertising in the newspapers, perform no higher function than that. They simply let the people know who you are, where you are, and what you are.

Pull People to Your Store

But your advertising must do more than that. It must not only let the people know that you are a purveyor of good goods, but it must also give the buying public some reason for coming to you for what they want instead of going to your competitor in business. I do not mean that your advertisements should "knock" a competitor. A "knocking" ad. is seldom, if ever, judicious. But, if there is any reason why people should trade with you, your advertisement ought in some way to suggest that reason, even if it doesn't give the reason in so many words. It ought to make the women who read it think, "I'll go there next time; I'll try that shop." In other words, it must attract trade to you, not simply let the people come to you if they want to come, but pull them toward you. This is the second function of advertising.

Advertisement Should Act as Salesman

But there is another duty which your advertising must perform if it is to be a successful salesman for you. And this third duty is the highest and most important function of your advertising. It is the function which you and your clerks perform every day if you are good salesmen, in calling attention to something special, something extra, something which the customer might not buy unless you suggested it to her. Mrs. Jones, who is a good spender, comes into your shop, and you immediately think, "Now, what can I sell Mrs. Jones to-day?" If she gives you a chance, you say to her: "Mrs. Jones, I have an extra fine candy here which I would like you to try," or "Here is a nice line of stationery." You keep suggesting to

your customers purchases which they otherwise would not make.

Power of Suggestion

I know a store which has brought this kind of salesmanship to such a state of perfection that I know women who are afraid to go into it; they say they prefer to order by telephone, because if they go into that store they are sure to buy something which they do not need, and which, maybe, they can't afford. Now, the real purpose of your advertising in your local newspaper should be to put salesmanship of that kind before every possible customer in your community. It isn't enough for the people simply to know where your place of business is. It isn't enough for the people simply to know what you sell. It isn't enough for the people to know that you have the best shop in town—although these things are of the highest importance—but your advertisement must make them buy.

Companies With a Monopoly Advertise

If you pick up a metropolitan newspaper, you will see that public utility companies—electric light companies, street car companies—companies which have a monopoly in their territory, are advertising; electric light companies advertising new uses of electricity; street car companies advertising special trips. They frequently run an advertisement that is strictly informative and educational in its purpose, telling women how to get on and off street cars or telling the general public how to avoid accidents. The idea is to improve the service. You must keep in mind a like purpose in your advertising. One of the big features of your advertising should be to improve your service. Your advertising must help you give the public a better service, a quicker service, and so be profitable to both you and your customers.

Go About Advertising Systematically

I appreciate the fact that not every man can write that sort of advertising day after day, and week after week, even if he has the time for it. Make up your mind to-day to set aside a certain, definite percentage of your cash receipts for advertising. Talk to your friend, the newspaperman, about it, and immediately start a systematic campaign of advertising that will not only bring more people to your store but, what is of greater importance, will increase the individual sales, keep your stock better balanced, enable you to give better service at a lower cost, and insure you a profit every day in the year.

MAKING USE OF ADVERTISING MATTER

Many dealers do not make the use that they should of advertising matter supplied by manufacturers. A Saskatoon dealer believes that it can be made extremely beneficial in promoting sales. He stamps his name on all such matter, and few parcels leave his store without some advertising of this kind. He also encloses advertising in all letters going out to customers, and personally selects this so as to enclose that which is most likely to appeal to each customer.

Advertising a Creative Force

TO appreciate what advertising means we must get down to its fundamental principles. The diverting of trade away from your competitor who does not advertise is not its primary purpose. Advertising, in its correct sense, is a positive creative force well calculated to make people feel that they actually need or want the article advertised, as well as to tell them where it can best be secured. In its proper application advertising has "news" value as well as psychological power. It not only supplies certain information at regular periods concerning the best and most economical methods of supplying the needs of a normal and comfortable existence, but operating through well-established psychological laws upon the human mind it gradually implants in multiplied mentalities the idea that certain things are needed which were never before regarded as necessary to human contentment or happiness. It enlarges and expands the horizon of man's daily life and experience by bringing to his attention new commodities designed for his comfort and convenience without which he would have been perfectly happy in his ignorance; but, having learned of their existence he cannot find it in his heart to be happy or contented until he possesses them.

To illustrate this we will give a moment's attention to safety razors, an article that all hardware dealers handle. The average man was perfectly willing to use an old-fashioned razor all his life. It apparently answered all the necessities of his tonsorial performance. The barber, indeed, still finds it a very satisfactory implement for removing the beards from the faces of his customers. But along came the advertis-

ing man to sow the seeds of dissatisfaction, and now we find safety razors in use by the millions. Men were gradually impressed by the idea that they were behind the times and were unnecessarily depriving themselves of a source of comfort and convenience.

One of the fundamental principles of advertising, therefore, is to create a desire to obtain a certain article, the other principles follow from this.

WHY ADVERTISING SHOULD BE CONTINUOUS

Stopping an ad. to save money is like stopping a clock to save time.

If all thought alike, there would be no horse trading or advertising.

The time to advertise is all the time. The man who fishes longest has the largest basket of fish.

Advertising is an insurance policy against forgetfulness. It compels people to think of you.

The unprofitableness of advertising is not in doing too much of it—it is in not doing it correctly.

Like eating, advertising should be continuous. When to-day's breakfast will answer for to-morrow's you can advertise on the same principle.

Advertising does three things: Informs the public who you are, where you are, and what you have to sell, thus strengthening your correspondence and backing your salesmen.

No one lies awake thinking of your business; out of print, out of mind.

RETAIL HARDWARE DEALERS MUST WAKE UP

The wife of a Michigan small town hardware dealer answered her door bell and found a peddler on the front porch.

He was selling the greatest potato-parer ever invented, and he gave a demonstration that convinced her at once, and she handed over the quarter.

When the husband came home, she showed him her bargain, and told him what she paid for it. Imagine her consternation when he said:

"I have a gross of these down in the store, and I sell them for 10 cents cash—when I find a purchaser."

The woman always has the last word, and hers was to the point: "Then, for goodness' sake, why don't you let people know what you have for sale?"

That is just what the smaller retailers will have to do. They must let people know what they have for sale, or see the big mail order houses get all the cash business, while they extend credit.—Exchange.

THREE REASONS FOR NOT ADVERTISING

There are three things that probably contribute to retailers not advertising: Disbelief in the value of advertising, a feeling that you can't write an advertisement, and lack of co-operation on the part of your home newspaper men. The first two are closely related. Failure to realize benefit from advertising is largely due to improper advertising—to, if you please, poorly written advertisements and failure to grasp the essential thing in advertising.

The Beaver Wood Fibre Co., Ltd., has obtained an Ontario license to increase its capital from one to two million dollars.

LAMPS---All Kinds!



Electric, Portable. = We have these in
Brushed Brass and Old Copper Finish. We
are making a very low price on these \$6.50



Hanging Lamps

We have a very large stock of these and
are selling them at the very close prices of \$4.00,
\$5.00, \$6.00, \$7.00 and \$12.50.

Hall Lamps

We have these from \$2.00 to \$5.00. Call
and inspect our stock of Lamps and other
Pay Goods.

**ALFRED BABB
HARDWARE**

How a Portage la Prairie dealer advertises his seasonable lines—one at a time, and just when the particular line is wanted.

Canadian Hardware Journal

TORONTO

OCTOBER 1916

CANADA

Healthier Business

That the business men in Canada are finding it easier than a year ago to keep afloat on the mercantile sea is evident from the record of failures for the first six months of the present calendar year.

The total number of failures was 1,037, which was a decrease of nearly 25 per cent. compared with a year ago. But the most marked decrease was in the amount of the liabilities, the total being \$10,088,963, compared with \$18,392,239, a decline of over 45 per cent.

Assets, either in total or in proportion to liabilities were not as large as they were a year ago, the amount for distribution among the creditors and to meet the expenses incidental to winding up the estates, being \$3,997,259, as compared with \$8,329,119. In other words the assets to liabilities were 39 per cent. as compared with 45 per cent.

The fact, however, that the decrease in the number of failures and in the amount of the liabilities was so marked, more than compensates for a diminished possible dividend for the creditors.

Decreases in failures and in liabilities indicate healthier business conditions.

Don't trust all the people all the time.

A Good Indication

One of the most interesting features in the trade situation in Canada is the condition of the earnings of the big railway companies.

During the last fiscal year, the combined gross earnings of the three transcontinental railways amounted to the enormous sum of \$211,902,942, an increase of \$44,521,485, or 25½ per cent. And one of the interesting features about this increase is the fact that during the first few months of the fiscal year there was almost a steady decrease in earnings.

It was the big crop of 1915, the better trade conditions of the early summer and fall and the transportation of munitions that brought about the boom in earnings.

In view of the fact that there is more than a usually large quantity of grain of last year's production still to be moved before the new crop comes on the market, together with the fact that the transportation of general merchandise and munitions is likely to be heavy for some time to come, indicates that the railways will experience another good fiscal year.

When the railways are busy it is a pretty good indication of the condition of the trade and commerce of the country.

Don't allow your accounts to get old.

Needed Amendment to False Advertising Act

A needed amendment to the False Advertising Act has been brought to light by recent police court cases in which the written report of the analyst on the goods examined has been barred,

the analyst having to appear himself and give evidence.

The analyst in such cases is a dependable man and his sworn statement should be sufficient. Even if he appears himself he can really give no further information as to the article examined than that contained in his report. It merely means expense and delay as in a recent case in Toronto in which the analyst had to be brought from Ottawa to give evidence. The R. M. A. will endeavor to secure an amendment to the Act at the next session of parliament.

It costs just as much to apply poor paint as the very best. Good paint lasts for years. It insures against decay and is a source of constant satisfaction.

Solving the Bankrupt Stock Evil.

During the recent convention of the Retail Merchants' Association, at Red Deer, Alta., an address was delivered by F. R. Freeze on the subject: "What is to be Done with Bankrupt Stocks?"

After pointing out that in the Province of Alberta in February last bankrupt stocks to the value of \$300,000 were placed upon the market, he referred to the many suggestions which had been made for the solution of the problem from the retailers' standpoint, and wound up by defining what he considered to be the best solution.

In brief, it was his opinion that where an insolvency occurs in a town in which three or four other merchants are operating that these merchants should unite to buy the stock at a fair market price.

"The wholesale houses," he declared, "would give every benefit to the merchants who would unite in this way, and it would clean up the stock without having any slaughter of legitimate prices or place the town in danger of having a bankrupt depot established. The merchants could either unite in placing a man in charge to dispose of the stock in a regular retail way or could close up the store and divide the goods around among their respective places of business."

While the solution that Mr. Freeze advances is not a new one, having been carried out by retailers in certain towns in Canada, yet it seems to be a most feasible solution, which should be more generally adopted. For that reason it is worth iterating and reiterating.

At the same time it is worth drawing the attention of the trade to the fact that when a group of local retailers unite to purchase a bankrupt stock that they should be prepared to pay a fair market price for it. This, Mr. Freeze alleges they have not always been prepared to do. In one case, for example, only twenty-five cents on the dollar was offered for a stock which subsequently sold for fifty-five cents on the dollar. He also ventured the further information that for twenty-

five stocks recently disposed of for which he had a record, an average price of 61 2-5 cents on the dollar had been obtained.

Give proper attention to the detail of every sale.

The Returned Draft

The practice of returning drafts to wholesale houses without following their return with an adequate explanation of the reason, may not be so prevalent as some years ago, but nevertheless it is general enough to give wholesalers cause for complaint.

One jobber tells us that he has suffered to a considerable extent in this regard recently. He says that it is a very common thing for a retailer to return a draft with a notation that he is writing, but the letter fails to arrive. Even when the retailer is written to, he is frequently very slow in replying.

It costs money to send out drafts, and when the retailer has occasion to return one, he should, at least have the courtesy to write the wholesaler and tell him the reason for his action. If the amount or time given is wrong, the wholesaler should at once be advised so that matters may be properly adjusted. Especially when he returns a draft because he has not the funds available at the time to meet it, the dealer should certainly write the wholesaler and tell him exactly when he thinks he can meet it. In the eyes of the jobber, the returning of a draft is not as great an offence as neglecting to write in regard to it.

Some buyers are "sharks" on bargains, but it is quality goods that are mostly sold, because they give satisfaction.

Value of the Personal Touch

David was invincible against the Giant Goliath because he used his own familiar weapon—the sling.

In the same way, the local merchant while many times smaller than the big mail order houses, has no reason to fear them if he makes use of that big weapon of the small dealer—personality.

The personal touch is a powerful factor in attracting people to the store and in binding them to it. People like to know the man they are dealing with and appreciate the kindly interest that he takes in them and their affairs. To so know your customers that you can ask Mrs. Jones how the baby is, or Jim Smith if he has his new back stoop finished, or Farmer John how the buckwheat on the back fifty is coming on—to have this familiarity with customers is a trade advantage, the value of which it is impossible to calculate.

Women customers demand courtesy and attention. They expect clean, bright stores. How does yours measure up to this standard?

Dealer is Entitled to a Wage

In figuring your expenses do you make a fair allowance for your own salary? If not, why not? Do you not think that your services are worth something? If you had to hire a man to manage a business, you would have to pay him a salary and it would go into the expense account. So should a fair salary for yourself.

The proprietor of a business recently decided that selling expenses would have to be reduced to keep the business on a profitable basis. He said that he was

going to do this by reducing the selling staff—taking the place of one of the men himself. He had not of late been taking an active part in the business. He did not realize that if he was taking the place of a man that he was entitled to a wage just as surely as the other had been, and that it should be reckoned in the expense account.

If a dealer were working for another he would get a wage and he is certainly entitled to it in his own business where he works harder than he otherwise would, and due allowance should be made for it in expenses.

If a woman goes into a store to get a fifty-cent stew pan, there is an excellent opportunity to show her a twenty-four dollar stove.

Artificial Limbs As Debt Collectors

A New York man equipped with an artificial limb valued at \$250, failed to meet the bill that he owed his dealer and the latter obtained judgment against him in a court of competent jurisdiction. The only asset the debtor had in sight was the aforesaid artificial limb, and this was seized by an officer to satisfy the judgment, the seizure being made at a time when the owner had temporarily separated himself from his property.

This unusual circumstance causes one to philosophize on the assistance that would be given to debt collecting if every person of the delinquent debtor class were only equipped with an artificial limb that could be attached for debt. An era of almost perfect honesty would begin, for the man is not yet born who would not rather pay a bill than lose a leg.

The best way to hold your trade and to get ahead is to make it almighty hard for another fellow to fill your place.

To Compel Retailers to Carry Insurance

At a recent meeting of the Canadian Credit Men's Association in Winnipeg, a speaker expressed the feeling that when credit men discovered that no insurance was being carried by a retailer, a meeting of his creditors should be called and all credit to such a man cut off.

While such action on the part of wholesalers would probably be resented by the dealer who had his credit cut off, there is no doubt that the trade generally would be perfectly in accord with such a policy. It is only proper that a dealer should safeguard the men who have sold him goods on credit.

Forcing retailers by this method to carry insurance would not only save wholesalers a good many dollars, but would be an act of kindness to many retailers who are neglectful in this regard.

Are you using the "go-getter" or the "sit-stiller" methods in your business?

Advances Prices With Market

When the cost price of an article goes up, the dealer is entitled to sell the stock on hand at advanced prices, in keeping with the market value. When prices decline, public knowledge of the fact or reduction by a competitor generally causes the dealer to reduce his selling price, with a consequent clipping of profit. Therefore, if he is to break even he must get an extra profit occasionally by raising the price of goods on hand in accordance with the market.

As Viewed from the Business Office

THERE is as much reason for a retail dealer to study cost accounting, credits, insurance, etc., as for the large manufacturer.

CREDIT CONDITIONS IN WESTERN CANADA.

*Extract from an address by Harry Annis, Marshalls-Wells Co.,
Winnipeg, before the Winnipeg Credit Men's Association.*

A NEW agricultural country like Western Canada is largely developed on credit. Men representing the business operations of Winnipeg, distributing goods to three provinces, know this statement to be correct.

All of you, familiar with the conditions, know the class of settlers that have come to settle on the vacant lands in these provinces. Most of them start with little and it takes years of toil and hardship for them to gradually attain comparative comfort—through this period, credit has to be extended.

When the time comes that we do not give credit, the country will have all been occupied with farmers, or else immigration will have ceased.

We have been too lenient with credits in the past. We have talked to each other freely about it, but we have all kept on playing the game the same old way. I do not care how good the conditions have been, or will be, credit to the extent we have been accustomed is not consistent with good business. More care and good judgment should be exercised.

But the extension of credit to worthy people is as much a vital part of our business as buying our stock of goods, and will continue to be so. We surely have gained some knowledge, had some experience by which we can profit in the future.

PROFITS, EXPRESSED IN DOLLARS AND CENTS, ARE EASILY UNDERSTOOD

"Taking everything into consideration," a hardware retailer wrote the other day, in connection with cost accounting, "my judgment endorses the plan suggested of figuring profit in dollars and cents rather than percentage.

"It is common practice to add a fixed charge of 10 per cent. to cover freight and drayage in reaching the cost price. This is sufficient to cover these items.

"It is easy to see that salaries, rents, lighting and other incidentals are just as much items of expense as freight and drayage, but not quite so easy to figure, and one difficulty that presents itself to my mind in figuring cost on gross sales would be in opening up a new business, when you have no data to figure on, and then having to change the marks on your entire lot of goods, when you wish to adopt a different method. Fluctuations in gross sales as well as in selling expense would also require some consideration.

"It is absolutely out of the question to add a fixed percentage of profit in making a selling price. It is

an established fact that an article is worth just what it will bring, and also a recognized fact that there is an established selling price for nearly everything we sell. It is, therefore, up to the buyer always to keep this in mind in making his purchases. He should buy the quality best suited to his locality, and in the grades that will allow a safe margin of profit. It is not so much a question, what the goods cost, but what will they bring, never forgetting, however, that quality counts, and that it is always the best policy to give value received.

"After all is said, in the writer's opinion, it is the buying end that needs the most attention. Given a good market and goods judiciously bought, with courteous treatment to customers and ordinary business acumen, sales will take care of cost, and show a good margin of profit."

If you add 50 per cent. to your cost price your profit is 33 $\frac{1}{3}$ per cent. of your selling price.

GETTING MONTHLY STATEMENTS OUT ON TIME

A certain prosperous retail hardwareman has found interesting results from considerable experimenting, relates Russell Wilmot in the Hardware Age.

He found that statements mailed the twelfth day of the month brought from twelve to fifteen per cent. of prompt returns; those mailed from the seventh to the twelfth brought from fifteen to thirty per cent. of returns; those mailed from the third to the seventh, from thirty to sixty per cent. of returns; those mailed the second day of the month, from sixty to sixty-five per cent. of returns; those mailed the morning of the first day, from sixty-five to eighty-five per cent.

This proved beyond a doubt to the business man in question that the majority of his customers expected to meet as many of their monthly credit accounts as they could the first of every month and that those getting their bills in promptly on time were taken care of, as a general rule, while there was money in hand with which to do it. Being a wise man he instructed his bookkeeper to keep the day book posted to date, and to have monthly bills all ready to drop into the mail the night of the last day of the old month. He argued rightly that he was then on hand the first mail in the morning, ready to get his share of the monthly disbursements. He declared that it takes no more time to make out the bills at the right time than at the wrong time; that bills promptly rendered gave a record of items still fresh in mind; that most people would rather pay a monthly bill of moderate size than a very large one representing a considerable outlay.

He has proved to his own satisfaction that in the long run the prompt rendering of bills insures larger cash

(Continued on next page)

Brief Editorial Comment on Business Topics

By THE SCRIBE

Not only show your goods but show-card them.

* * *

Personality is the big trade attraction for the small retailer.

* * *

Omitting advertising because you're busy, is like stopping at third base on a home-run drive.

* * *

Make to-day that "some day" that you have been promising to do so many things.

* * *

As long as a man does his level best he is not likely to go down hill.

* * *

Now that the weather is becoming cooler, the dealer should begin to speed up for the last stretch of the business year.

* * *

Silence is said to be golden, but not when a customer makes an enquiry regarding goods, and the clerk is unable to answer it.

* * *

People judge stores by their outward appearance just as they size up people in the same way. Make your store front create a favorable impression.

* * *

It is not merely the use of big type that puts a punch into your advertisements, but catchy headings and forceful subject matter presented in an attractive manner.

* * *

When one gets an exalted opinion of himself there are liable to be breakers ahead. There is much truth in the proverb that "pride goeth before a fall." When sizing yourself up, do so through the eyes of others and not through a magnifying glass.

* * *

It is important that you teach your clerks if you desire to conduct your business profitably. Teach your clerks to be careful in all things—not to give overweight or underweight—not to handle stock carelessly—not to forget to make proper records of goods sold on credit or money paid on account. Show them how to properly wrap parcels and handle stock without waste.

* * *

We hear a good deal these days about business being hampered by red tape, but the average store is suffering more from lack of a little system than an overplus. A proper system in the store facilitates the handling of work and also guards against mistakes. Study the use of systematic methods that will benefit you in this regard.

* * *

It is surprising the number of dealers who declare their faith in the value of window display in a most emphatic manner and who nevertheless do not make the use of their windows that they should. They may be likened to the church people who are strong

religionists on Sunday, but forget to put their professions into practice on week days.

* * *

The person who frequently visits retail stores and who is observant, could write a book on "Things that should not be." While the writer was in a store recently, a customer waited to be served for fully five minutes while the man in charge talked leisurely over the 'phone with a friend. Such service, or rather lack of service, certainly is not likely to induce customers to revisit the store.

* * *

You can find out many things of practical value to you in your business from your trade journal, but this is not possible unless you read it. Make a practice of reading your trade paper thoroughly, and you will be delighted with its value to you. Set aside a little time each month for a perusal of your trade paper. Mark important articles and then pass it along to your clerk.

* * *

Sit down at your desk and take a little time to make sure that you are figuring your profits correctly. The number of merchants who do not is surprising and you cannot afford to be one of them. If you buy an article at \$2.25 and your expenses are 20 per cent. and you want to make 5 per cent net profit, what price will you sell it at? Figure it out yourself and see if your answer is \$3.00.

GETTING MONTHLY STATEMENTS OUT ON TIME

(Continued from previous page)

purchases and steady customers. He attributes his success to having the money in hand himself to buy to advantage and to take his discounts. The ability to do this has depended in part upon his collection system, to which he has adhered strictly for a number of years.

Passing Thoughts on Business

By W. L. E.

When business is quiet give thought to ways and means of stimulating it.

✻

Advertising is to business what oil is to a machine—it ensures better running.

✻

A store window costs money whether it is neglected or wisely used.

✻

Inattention to business tends to decrease customers and multiply difficulties.

✻

He who has merchandise to sell is not free to dispense discourtesy.



Paint window display that helped give satisfactory answer why paint should be used, in W. M. Pringle's hardware store at Whitby, Ont.

Helping the Paint Customer Get Satisfactory Results

Dealers should advise on color combinations — Select best paint for particular purpose—Giving satisfaction means more business.

WHEN a man buys paint, he pictures to himself certain results. Do you, as a paint salesman, put forth any effort to help him secure these results? "I sell paint," answers the dealer. "That's my business. When I make sure that the paint is good paint, I do my whole duty. My conscience is clear. It's up to the customer to see that it produces satisfactory results."

In one sense, that is so. The dealer cannot be held responsible if, through the purchaser's ignorance of the fundamentals of painting, the results turn out bad. It is doubtful even if he ought to be held morally accountable. Yet the wise paint dealer looks beyond legal and moral accountability in this connection. The most cold blooded of business considerations compel him to do so. He has no call to take any further interest in the paint sale than the mere selling of the paint. But he does take a further interest—because it pays.

Every can of paint sold represents an opportunity to build for the future, by helping the paint purchaser to secure satisfaction. The shrewd dealer isn't content to hand out paint and take in money; he takes a friendly interest in the purchaser's reason for buying paint. That very interest secures for him a lot of helpful information, and enables him to impart to the customer in return that precise information which will prevent him from making serious mistakes.

Even practical painters occasionally make mistakes

in their work. The most skilful painter has his off days and his unsatisfactory jobs. The mechanic or salaried man who tries to economize by applying the paint himself, who is convinced that he can't afford the services of an expert for the job, is still more likely to run into a huge bunch of trouble. Yet every paint purchaser is entitled to satisfaction. Every good brand of paint is hurt in reputation if it does not satisfy. The dealer can save his customers, and protect the reputation of his brand, by finding out, tactfully and courteously, if the right paint is being purchased, and, more important still, if the customer knows the correct way to apply it.

Just as an instance: the color combination for an exterior may spell satisfaction or it may spell dissatisfaction. The selection of shades to a large extent depends upon the surroundings. To help his customer select a combination entirely suitable, the dealer must know whether the house is large or small, whether it stands in the open or is much shaded. The idea that certain colors are fashionable, and should be pushed on that ground, is often met with; but it is erroneous. To give satisfaction, the color combination must harmonize with the surroundings.

A cottage that had been painted in decidedly dark shades looked quite attractive, for it stood at that time in the open. When time to re-paint came, however, the small poplars and evergreens, just set out after the first painting was done, had grown to considerable size.

The owner intended to repeat the original colors. "I do not want to interfere in your choice," said the dealer, "but I'd recommend you paint that cottage all white." He went on to explain that an all-white cottage fitted well into the shaded and dark green surroundings. The owner took the dealer's advice. The cottage was rated the prettiest on the street.

A neighbor, building a large house in the open, was so pleased that he insisted on having white. The result was a building that looked like a huge barn. The trouble was that the white in this instance didn't harmonize; darker shades would have made a more tasty effect.

As a general rule, a dark or shady location demands light paint; a building well in the open, particularly a large one, should be done in darker shades. The customer ultimately must choose; but the dealer is well advised to tactfully point out this great fundamental of color selection. Then, if the customer persists in choosing the wrong thing and as a result is ultimately dissatisfied, instead of complaining, he comes to his next paint purchase with a hugely enhanced respect for that dealer's judgment.

So, too, it is worth while to enquire for what particular purpose the paint is required. To the uninitiated amateur, all paints are the same paint. The dealer knows better. But if the dealer sits tight and hands out paint, the customer will be using ordinary house paint on porch floors, where it won't wear, or on rough surfaces, where the cost will cause complaint. The satisfied customer is the first essential of future business. So it will pay the dealer to remind the paint purchaser that a porch floor paint must be hard and solid enough to stand pounding and walking without showing a scratch; that a special brand of barn paint is stocked suitable for rough surfaces; that it may seem economical to use odds and ends of paint for imple-

ments, but that economy is promoted by purchasing the special brand of implement paint designed by experts for that particular purpose. In urging the use of the right paint for the right purpose the dealer is accomplishing two desirable ends. He is ensuring satisfaction for the customer. He is educating the buying public to the value of special varieties of paints for special purposes.

MAKE THE PAINT STORE ATTRACTIVE

There seems to be a great change taking place in retail stores devoted to the selling of paint and varnish. Where new stores have been opened or new buildings constructed, it seems that the highest order of things has been arranged, all of which act as a gigantic magnet to draw trade. Large plate glass windows admit floods of daylight, inverted lighting systems give a warmth that is fully appreciated. Clean hardwood floors are inviting to women who are daily becoming larger purchasers of paint and finishes. These conditions have completely transformed the retail paint business. It stands to reason that paint stores of this nature will attract the greatest volume of business. Moral—The man with the untidy store will have to wake up.

MAKE PAINT DEPARTMENT HAVE HEAD

An incident related in a recent "S. W. P." is well worth recording here: We have a suspicion that there would be more paints and varnishes sold and advocated if dealers had in charge of their paint and varnish department a bright clerk or boy who had his job cut out by the boss for him along these lines:

"John, our paint and varnish business has not been going ahead as it should be and I think the trouble is we have been trying to do too many things. You have



Splendid interior display of paint stock in J. McIntyre's hardware store at Whitby, Ont. Note the clever arrangement of brushes which also sell well with this dealer.

been dabbling in hardware, implements, seeds, feed, driving the wagon and doing all sorts of things and then trying to get behind the paint counter and estimating jobs, choosing color schemes and doing a lot of work that only a trained man can do properly. From this day on, how would you like to have exclusive charge of our paint and varnish department, with the title of 'Manager?' And to give you further incentive we will keep a record of the sales day by day so that your work will show up automatically and if you make good within six months, we will take care of you and make some better financial arrangements with you. From now on, this is your department. Meet all the representatives—study all the literature you can on the subject—work with the goods and learn to be practical—then cultivate good store salesmanship and courtesy."

Can you imagine what John did?

From a listless Jack-of-all-trades he developed into a specialist, took keen interest in his work—went out after business and made a record. From a \$500 paint and varnish business that store grew to a \$2,500 one in short order. All of which shows it pays to give a man some incentive and make him more or less of a specialist, even in a small store.

PAINT AS AN INVESTMENT

A writer in a farm paper has been figuring on the saving effected on houses by the use of paint, and his argument makes a strong talking point for the dealer handling paint who puts it up to home owners. "We will say" says this writer, "that it costs \$125 to paint a \$2,500 house, and that it will need painting nine times in sixty years. That would make a total cost of \$1,125 for painting and the house would be in good condition at the end of the time providing, of course, the construction was good. But if the house were not

painted at all it would not last over thirty years, making a cost of \$5,000 for two houses, both rotted down, against \$1,125 for paint, or a total gain of \$3,875 plus the value of a good sound \$2,500 house, or a real gain of \$6,375 on a \$2,500 investment in sixty years, not counting the actual use of the house worth a dollar. The use of a house is usually considered worth a good rate of interest on the amount invested and I believe on an average would be about ten per cent. By keeping the house well painted the paint earns nearly 4½ per cent. on the entire investment in a saving capacity."

DEALER STOCKS PAINT UPSIDE DOWN

There are certain directions on every paint can that are helpful. One of the most important directions is that regarding the proper stirring of the paint before it is used. Yet every now and then a customer comes raging into the paint store, complaining that his paint job is a horrible botch—and all the while the trouble is that he has taken the top off the can and put the paint on just as it comes, oil first, then thick paint thinned out with more oil. To overcome some of this difficulty we know of one dealer who stocks his paints upside down. When they are delivered they go to the purchaser right side up. That ensures some stirring of every can sold. And it is the unwritten, but well observed law of that store, that the salesman invariably reminds the customer, "Be sure to stir the paint thoroughly before you put it on."

Paint dealers should stop, think and reason about the color card subject, if they have never done so before. Color cards cost the manufacturer real money. Many dealers give little thought to them, because they are given away, for nothing, simply with the belief on the part of the paint maker that they will encourage the use of paint and assist in making sales.



Continuation of picture of paint department in J. McIntyre's store at Whitby. Being regarded as a household line its merging into the kitchenware gives paint an added interest to women buyers.

Gift Plan that Sold Ranges and Doubled Hardware Sales

Brought 4,000 people into store—Demonstration idea helped sales—Five-day campaign that paid.

BELIEVING that one of the best means of increasing stove sales is by adopting, in whole or in part, methods or plans that have proved successful elsewhere, we give below a description of a scheme put into play a year ago that brought over four thousand people into a hardware store located in a small town across the line.

The campaign was planned to cover six days, and primarily was intended to get people into the store. When the possible customer entered the store it was up to the sales staff to do the rest. The campaign was opened with a half page ad. in the local paper one week before the demonstration began. In that advertisement was the cut of a range, and accompanying it was the offer:

"Free. This handsome range given to the person who sends the greatest number of his or her friends to our store during our cooking demonstration, October 24 to 29."

Then followed the rules governing the contest, which were as follows:

"We have had printed a number of postcard invitations to our cooking demonstration. You can come any time, and mail as many of these cards as you have friends, signing your name to each card you mail, but sending only one card to each friend.

"Your friends must bring in these cards when they come to the demonstration. We will keep the cards so returned and when the exhibit is over we will award the range to the person whose name appears on the greatest number of these returned cards—in other words, the person who has sent us the greatest number of visitors.

"All cards must be brought to our store in person by the friends to whom you mail them. We cannot count cards that are sent in by messenger or mail. No cards will be given to children.

"If you will get busy at once and make up a list of your friends, mailing each of them one of these cards and insisting upon their returning them to our store, you can, with very little effort, win this handsome range. Isn't it worth trying for?

"Remember, the more cards you mail the better your chance to win. We will supply you with cards as often as you need them, up until the last day of the demonstration. Come in as often as you like and get a fresh supply of cards."

The company then ordered several thousand postal cards, upon which was printed their invitation. After the scheme had been running two days, they found that the demand for the cards was going far beyond anything they had expected, and they had the next lot of invitations printed on plain cardboard, in the form of a post card. Their reason for changing was to avoid the expense of the regular one cent postal, as they discovered that by far the greater number of the invitations were being delivered by hand, so that the contestants could personally urge upon the person asked to call at the store the necessity of taking it there in person.

The half-page announcement was followed with a

ten-inch advertisement, every day up to the opening of the demonstration, and several "last call" cards were used while the scheme was running. This was to keep the contestants working and hold the public interest up to the top notch.

Altogether they put out nearly 10,000 of the invitation cards, nearly one-half of which were returned to the store. To be exact, 4,464 persons carried the cards into the store between Monday morning, October 24th, and Saturday night, October 29th.

The cooking demonstration was in the hands of a clever salesman, and he made the most of his opportunities. But at times the crowd was too much for one man to handle, and the proprietors are now of the opinion that many more sales could have been made had there been two men on the floor.

There was a fine window display during the week, and a special sign put upon the outside of the store. Coffee and biscuits were served free.

What Did It Cost?

The total cost of the newspaper advertising, circulars and invitation cards was something less than \$100. The scheme sold twenty ranges in the week and increased the cash sales in the store by one hundred per cent. for the six days. The proprietors have a right to feel that it was a great success.

This says nothing of the buying that came later from this advertising, and from the calls of over four thousand people in the store.

The committee of three appointed to count the cards took a whole day for the work. The winner was a woman who had 1,404 callers to her credit. The next had 1,230, the third 604, and so all the way down to the lowest which was 28.

Some Lessons Taught

Said H. F. Eldridge, who originated the scheme, and had its advertising in charge: "If I wished to try it again, there would be several minor points that could be improved upon. We found that one lady had agreed to sign cards with her name, but in reality she had a whole church at work for her, and the range was to go to the church if she won it. News of this leaked out in some way, and some of the contestants stopped working, as they felt that they would have no chance against an organization of this kind. In any future contest I would bar anything but individual contestants.

"Another weak point was in the fact that we neglected to state in our advertisements that only one card would be accepted from each visitor, and we had to explain this to those who tried to vote for more than one contestant. Later, we made the visitors put their names on the address side of the postal before they put it in the ballot box. In counting the votes we had to throw out quite a number that had been cast by the same person. This last point is but a minor one, however, as some dealers would be glad to have visitors call and vote as many times as they liked, but of course this would take more postals, as one person might vote any number of times and for each contestant."

Patterns for Making a Sheet Metal Elbow

By A. F. MUELLER

IT frequently happens that when sheet metal workers are out on a job they find it necessary to make one or more elbows, and must lay out the patterns directly on the sheet metal, no drafting board being at hand, says A. F. Mueller, in *Hardware Age*. Those mechanics who depend on laying out their patterns on the drawing board by the usual geometrical method are often puzzled when it comes to laying out patterns on the sheet metal using only shop tools, such as the wing dividers, rule, square, straight edge, scratch awl and prick punch. A comparatively short method is here shown that is accurate and applicable to any elbow, regardless of the number of pieces it may have, as for examples Figs. 2, 6, 7 and 8. The method is illustrated by developing the patterns for a three-pieced elbow, on account of the greater rise of the miter line which separates the various points, that in such a small drawing very nearly occupy the same positions.

To lay the foundation and to prove that the diagram in Fig. 1 is correct, the elbows have been laid out by the usual geometrical method in Fig. 2. In Fig. 1 draw two lines at right angles and using the intersection as a centre describe a quarter circle whose radius must always be equal to the diameter of the elbow for which the patterns are to be developed, as A-5. Counting one for each of the end pieces and two for each of the middle pieces, space the arc or quarter circle into this number of pieces. As for example, in a three-pieced elbow each end counts one and the middle piece counts two or a total of four. In a five-pieced elbow the ends each count one and there being three middle pieces each counting two, making a total of eight, etc. From A, through the first point draw a line, which intersect with a line drawn from 5 at right angles to A-5 and then the distance 5-a will be the rise of the miter line, or

the back set as it is called in some localities. In Fig. 2 draw a line from A', shown dotted, parallel with the bottom or base line B-15-14 and from its intersection, with the heel outline, to a', will be the rise of the miter line when the two diameters are the same and 5'-a' will be the same as 5-a thereby showing that the method of obtaining the rise of the miter line in Fig. 1 is correct and requires less space, time and labor than in Fig. 2.

Lay off a stretchout on a sheet of iron as C-D-E-F of Fig. 3 in which the width C-D has been calculated as a circumference from the diameter, by multiplying the diameter by 3.1416 or multiplying the diameter by 22 and dividing the product by 7. This latter method in practice is accurate enough for all practical work. The lines C-F and D-E must be at right angles to the edge of the sheet F-E and to the left of C-F material must be left so that later an allowance can be added for a seam. Parallel with F-E draw a line as b-b' and from the points b and b' describe half circles whose radius is half of the rise of the miter line or whose diameter is equal to the rise of the miter line. Do not change the setting of the wing dividers but with the points c, e, d and c', e', d', as centres describe arcs to intersect the half circles as shown and the spaces will all be equal in length. The stretchout must now be divided into twice the number of spaces that there are in either of the half circles, and this can be done in the usual way of spacing with the wing dividers. A method is shown here that is quicker and for all practical purposes just as good. When the stretchout is less than 24 inches the steel square can be used, and if more than 24 inches the three-foot rule is used. When the length is more than 36 inches the distance is marked on a piece of wood and this is placed across the stretchout and a line drawn and then the spaces marked off.

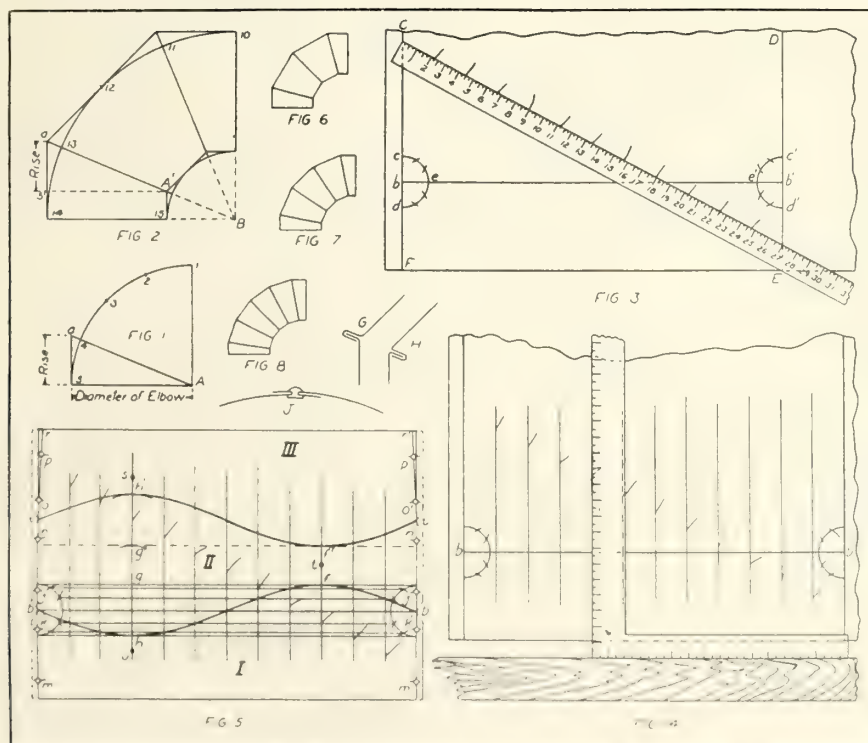


Diagram showing patterns for elbow.

In laying a rule across the stretchout as shown in Fig. 3 the points to be marked should come on whole numbers, quarters and halves and not on three-quarters. The spaces are always 12 in number and when the square can be used the points 2, 4, 6, etc., are marked.

The drawing shows a rule being used and this can be a tinner's rule, a 3 foot four fold rule or a zigzag rule and the spaces are two and a quarter inches. In marking the points with a scratch awl or drawing lines they are marked $2\frac{1}{4}$, $4\frac{1}{2}$, $6\frac{3}{4}$, 8 and $4\frac{1}{4}$ or 9 then $11\frac{1}{4}$, $13\frac{1}{2}$, etc., as shown. In Fig. 4 the rule is shown removed and a board having a straight edge is laid parallel with the line b-b', and using this as a gauge the square is moved along to the points on the ends of the lines, that were marked from the straight edge in Fig. 3, and indefinite lines are drawn that are at right angles to the line b-b'.

Fig. 5 shows the board and square removed and lines drawn connecting corresponding points in the two half circles. Beginning at the intersection on the top line, connecting the circles, with the fourth line from either side as at f (or g) draw a curved line to the right and the left through the intersections that are each time one line farther to the right or left and each time one line lower down, or one line farther up after passing the point h, which will produce the pattern edge b-h-f-b'. With b and b' as centres describe arcs to locate the rivet holes j, k, m and the corresponding holes on the opposite edge, and adding the riveting allowances will complete the pattern for the first piece as shown by I. Set off from the top line the length of the throat, from 2 to 5 inches, as f-f' and g-g' and through the upper points draw the dotted line. f is the throat point on one edge and f' is the throat point on the other edge of II. h is the heel point on one edge and to locate the other heel point, the distance g-h is transferred to the same line, measuring from g' locating h'. Turn the piece I over on the pattern edge and place it so that the point f will coincide with f' and h coincide with h'. Mark around the curved edge to produce the line i-h'-f'-i'. With i and i' as centres locate the rivet holes n and n' and the rivet holes in the piece III. Adding the riveting allowances will produce the pattern for the middle piece as shown by II. III is the small end of the elbow and can be made tapering as shown by the lines o-r and o'-r' and the edge i-h'-f'-i' will need to be slightly trimmed after the piece is formed and riveted. Another way is to make the piece straight but with the stretchout of r-r' and then only a slightly wider edge needs to be turned to make the joint with the middle piece.

J is a section on the riveted seams and G a section at the heel and H a section at the throat of the seams or joints between the pieces.

PASSING OF THE TINSHOP

Without comment we publish this, taken from the New York Times:

Not so long ago the tinshop was one of the fixtures in every city and small town, since it was needed for everything used in the making and mending of many items of tinware, the matter of tin roofing, and the putting up of stoves. Even after the perfection of machinery which stamped out tinware by the thousand pieces, the tinshop still persisted for roofing and stove purposes.

Gradually all the various kinds of prepared roofing, rubber and paper, ate their way into the tin-roofing

business, and cheap galvanized and painted iron roofing came along to complete the trouble. Then came the perfected stove pipe and elbows made by machinery, so that even the householder could put up his own stove without making himself a fit subject for the comic papers.

So in time the tinshop had not enough business to stand alone, and gradually found refuge as a part of the hardware store handling stoves, and where necessary jobs in stove fixing now forms its principal business.

HOW A BOY MADE FIRST REMINGTON

The Remington Arms Union Metallic Cartridge Co., New York, have issued in narrative form a unique little book written by Irving Crump, juvenile writer, telling the romantic story of how a boy made the first Remington rifle. The book is virtually a history and a catalogue in one. The author is known to thousands of boys throughout Canada and the United States for his "Jack Straw in Mexico," "The Quarry Troop Series," "The Boy Scout Smoke Eaters" and other stories. Mr. Crump has employed the achievements of Eliphalet Remington, 2nd, to weave an intimately interesting story of the use and care of firearms, together with the enjoyment to be obtained from hunting and marksmanship. It appeals to the love of clean, competitive sport inherent in every boy.

The centenary of the making of the first Remington by Eliphalet Remington, 2d, the son of a farmer-blacksmith, in his father's smithy near Ilion, N. Y., was observed at Ilion in August last. The history of Remington arms is fascinating if for only one thing alone. It demonstrates the claim made by many writers on commercial subjects that every business has a thread of romance running through its history, no matter how prosaic that business may be. The inability of the elder Remington to buy his boy a rifle inspired the son to make one himself upon his father's anvil and thus found unconsciously the great Remington factories of to-day. The book will entertain, amuse and instruct. It will be mailed post free upon request.

CANADIAN TRADE NOTES

The Sheet Metal Products, Limited, are to build a brick addition to their factory at River and Gerrard Streets, at \$5,000. John Carroll has a permit.

The Deloro Smelting & Refining Co., Ltd., with a capital of \$1,000,000; and The Sudbury Nickel Refineries, Ltd., with a capital of \$5,000,000, have received licenses to transact business in Ontario.

A number of hardware dealers in the West have closed out their businesses recently, among others H. I. Smith, Manville, Man.; Skinner Bros., Munson, Man.; F. H. Claypole, Ponteix, Sask.

The Pacific Steel Co., Ltd., Vancouver, has been incorporated with a capital of \$100,000.

To become thoroughly successful the young man must acquire a liking, and indeed a love for his trade. To this end he must needs learn all he can about it, and study especially the commodities he daily handles. Gaining a mastery in this way, he will find an increasing interest and happiness in his daily occupation, until at last it becomes almost a passion with him.



Bombard Your Customers With Fall House-Cleaning Suggestions

Make each shot produce a satisfactory result for your customer and a comfortable profit for yourself.

A suggestion to those who buy any of the other goods you carry will help to increase your paint sales wonderfully, and make each home more cozy for the long winter months.

SOME SUGGESTIONS

S.W.P. For all kinds of inside and outside woodwork.

FLAT-TONE—To brighten up the walls and ceiling.

FLOORLAC—Makes a floor like new.

VARNISH STAIN—To freshen up furniture and other things.

ALUMINUM PAINT—For sinks, water pipes and radiators.

STOVE PIPE ENAMEL—Dresses up a homely necessity.

Try this suggestion idea to-day and make sure of satisfied customers by recommending S. W. P. Products.



THE SHERWIN-WILLIAMS Co.
of Canada, Limited

PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS



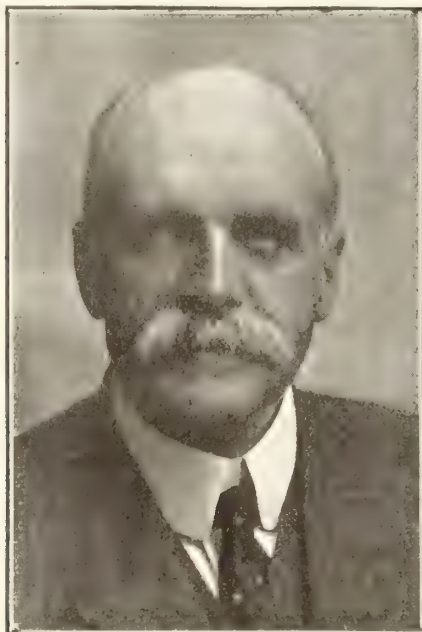
Factories: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG
Offices & Warehouses: MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER, HALIFAX, N. S.
LONDON, ENG.

The Late Edward Gurney—His Characteristics

By WILLIAM LAMONT EDMONDS

THE late Edward Gurney was a man who possessed a more than usually interesting personality. In more ways than one he was unique. He was a manufacturer born and bred. But this does not in itself account for his success, for the highways and byways of the industrial world are bestrewn with men who, notwithstanding the fact that they had been born and bred in it had made lamentable failures of their business careers. Granted his environment had much to do in determining the career upon which he entered, yet it was his inherent business qualities that formed the basis of the high standard of success to which he attained.

The business in which he was engaged he knew from the ground up, for when he left the public schools in Hamilton, he had the good sense to enter his father's



The late EDWARD GURNEY

business, not as a clerk, but as an apprentice in the machine shop connected with the foundry. That naturally gave him an insight into the process of manufacturing which he could not possibly have obtained in any other way. The experience he then gained stood him in good stead when in after years he had the management of the business. He knew from practical experience how a stove or a furnace was made because he had with his own hands helped to make them.

Mr. Gurney was never a self-centred business man. In spite of the necessarily exacting demands which his own business made upon his time, even before his two sons, Cromwell and Holt, came into the business to relieve him of his burdens of detail, he gave a great deal of attention to the furtherance of ways and means for the developing of the industrial life of the country. As time went on he became an ardent protectionist. And when the protective tariff of 1879 was being framed he took no small part in its construction, being chairman of the committee of manufacturers that was co-operat-

ing with the Government of Sir John Macdonald at that time. At one time a hitch occurred in the proceedings which threatened to be serious. But Mr. Gurney stood firm for what he believed to be a basic principle and finally won out.

As a platform and after-dinner speaker the late Mr. Gurney won considerable reputation. He was not an orator. Neither did he ever make an attempt to be one. His style was conversational and to the point. But that which made him particularly interesting as a speaker was his free use of the epigram. To coin an epigram seemed to be second nature to him. Some at least of the most striking he ever coined appeared to be unpremeditated. One of the most famous was coined in this way. It was at a convention of the Canadian Manufacturers' Association several years ago. The convention was in the midst of a hot discussion of the tariff, when Mr. Gurney, suddenly jumping to his feet, blurted out: "If I had my way I'd make the tariff as high as Haman's gallows." Without saying another word he took his seat. He had in the meantime coined a phrase which has from that day to this lived. There were many, even among the manufacturers, who regretted what they termed a "bad break," while it was made the basis of many a bitter editorial and many a political speech. Whether it was a wise or unwise epigram, it will not soon be forgotten, for it has found its way into permanent forms of literature.

He was a man of extraordinary courage. When he had decided upon a line of action which he believed to be right nothing appeared to ever balk him. Whether the difficulties in his way were strong or weak he persistently kept his face toward the goal. And it was seldom that he failed to attain his object.

His spirit of independence was just as marked as his quality of courage. Where he could not get assistance in any undertaking he was quite content to "paddle his own canoe."

Although of a calm and dignified nature, he was never discourteous. No man could scarcely be more approachable, and no one was more ready to do a good turn to his fellow men, provided he was assured it was a good turn that was sought.

With the passing of Edward Gurney, Canada has lost not only one of her most successful manufacturers, but a man with a remarkable and unique personality.

CLERKS AND TRADE PAPERS

Frank Farrington advises the retail clerk to read every trade journal that comes into the store, saying that the employer will be pleased to note his interest and that he can profit by a knowledge of what is going on elsewhere in his line. Both the retailer and his clerk should read much and carefully, thinking over what is given and not hesitate to make use of ideas advanced by other men.

Andrew Carnegie says that one of the greatest marks of genius is the ability of a man to turn the brains of others to his own advantage.

It's great stuff for the hardware dealer or any retail merchant if he can pull down profit from adopting a plan that some other dealer has gone through with all the travail and experience and initiative work that has made a success of the plan.

Suppose We Left The Label Off—

IF the label were left off a can of B-H Paint or Varnish, the quality of the paint inside wouldn't be changed. *But its commercial value to the retail merchant would be seriously reduced.*

It wouldn't be as easy to sell. No buyer would ask for it. Few customers would be willing to accept it—because they'd have no faith in its quality.

B-H Paints and Varnishes are easy to sell

because their high quality has been maintained through so many years; and has been advertised in so many ways, that it is now freely recognized by both trade and public.

When you say to a customer, "It's made by Brandram-Henderson," you don't have to say anything more about quality. You don't have to haggle about price. Your customer knows he's getting his full money's worth—and that's all a reasonable man wants.

A Brandram-Henderson agency is a genuine asset to a progressive merchant. If we are not represented in your locality, write for particulars.

BRANDRAM-HENDERSON

LIMITED

Montreal

Halifax

St. John

Toronto

Winnipeg

Dominion Board of R. M. A. Moves to Ottawa

Pursuant with the decision of the Dominion Board of The Retail Merchants' Association of Canada at its annual conference in Winnipeg last month, the headquarters of the Dominion Board have been moved to Ottawa and established in the Citizen Building.

E. M. Trowern, Secretary of the Dominion Board will make that his headquarters from which all information regarding the work of the Association will be distributed to the various secretaries of the Provincial Boards of the Association, who are now located throughout Canada.

The members of the Association generally feel that the move that has been made is one in the right direction and it should result in keeping the members of each Province not only in closer touch with what is transpiring at the Capital, but in any legislation that may be proposed, and in which the retail interests may not have been considered.

The present location of the head office at Ottawa has been favored by Mr. Trowern for some time and now that the organization work has spread throughout Canada, he felt that the opportune time had arrived whereby Ottawa should be the chief centre of operations.

He states that he disliked to leave Toronto, his old home, where he was born and educated and where he has a large number of old friends, but his first duty was to consider the best interests of the Association and its members, which he believes he has done.

The headquarters of the Ontario Branch will still continue to be located at 2 College St., Toronto, with Secretary Wm. C. Miller in charge.

The Provincial Secretaries

The secretaries of the various provinces with whom members should get in touch regarding provincial affairs, are as follows:

Ontario—Wm. C. Miller, secretary, 2 College St., Toronto.

Quebec—J. A. Beaudry, secretary, 80 Dennis St., Montreal.

Nova Scotia—J. C. Doyle, Prince and Hollis Sts., Halifax.

New Brunswick—Robert Reid, 124 Prince William St., St. John.

Manitoba—J. H. Curle, 211 Chamber of Commerce Bldg., Winnipeg.

Saskatchewan—F. E. Raymond, Room 17, Central Chambers, Saskatoon.

Alberta—W. H. Andrews, 412 Alberta Loan Building, Calgary.

British Columbia—T. J. Corley, 633 Hastings St. W., Vancouver.

Officers of Dominion Board

The officers of the Dominion Board elected at the convention are as follows:

President—Horace Chevrier, Winnipeg.

1st Vice-President—J. O. Gareau, Montreal.

2nd Vice-President—D. W. Clark, Toronto.

Treasurer—J. A. Beaudry, Montreal.

Secretary—E. M. Trowern.

One of the important decisions at the annual con-

ference was that regarding a contract selling plan whereby retailers all over the Dominion would sell certain goods at a fixed price, and no one would be permitted to do price cutting in that particular line.

Resolutions of Joint Committee at Winnipeg

The following resolutions which were passed following a conference of manufacturers, wholesalers and retailers, are important:

"The joint committee believe that their interests are largely in common and that co-operation in solving many of the problems affecting different branches is sure to be mutually beneficial

"We are in favor that where possible an established price to the consumer be made. We suggest the co-operation of the manufacturers, wholesaler and retailer to this end.

"We believe that the manufacturer, wholesaler and retailer should work together to conserve to the retailer all business which naturally belongs to him, and that every effort should be made to eliminate unnecessary expense in the marketing of all goods.

"We believe that the manufacturer, wholesaler and retailer should also co-operate in protecting the public in every way possible from fraudulent advertising and gross misrepresentation of goods offered for sale by unscrupulous dealers.

"We believe all matters pertaining to legislation affecting all parties concerned should be referred to the joint committee for consideration."

There is no denying that if the spirit of the above resolutions were only followed by all the three branches of the trade that many of the difficulties of the trade would be overcome. It is certainly something worth working for.

R. M. A. ORGANIZE IN RAINY RIVER AND THUNDER BAY DISTRICT

Wm. C. Miller, secretary of the Ontario Branch of the R. M. A. has recently returned from an extended and successful organization trip through the Rainy River and Thunder Bay District. Among the centres that were organized were Fort William, Port Arthur, Kenora, Keewatin, Fort Frances, Norman and Rainy River, and such an important field has this district been found to be that a permanent secretary has been appointed for it in the person of J. P. Kenny, formerly secretary of the Grain Exchange at Fort William. In the latter city 75 members were put on the membership list and a similar number is anticipated from Port Arthur when it has been thoroughly canvassed.

THE FIGHTING McAVITYS

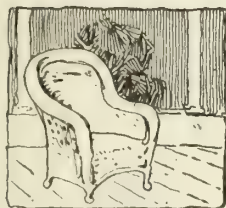
T. McAvity & Sons, Ltd., St. John, N.B., have issued in circular form an honor roll giving the names of 80 of their men who have enlisted for active service abroad. Included in the list are five members of the McAvity family—James L., commanding the 26th Batt.; T. Malcolm, brigade major of the 5th Infantry Brigade; Ronald A., major Canadian Ordinance; Percy A., captain 26th Batt., and Thos. A., sergeant 60th Battery.

Four employees of the firm have been killed in action—Wm. Burton, Chas. McNutt, L. G. Seely and James Telfer—and John Vernon died while on active service.

A Washington dispatch says a demand for golf supplies exists in Canada.

Cash in on Human Nature

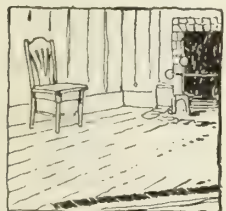
It's Human Nature For the Women Folks to Clean House in the Fall



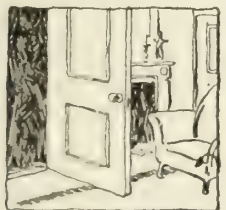
FOR CHAIRS



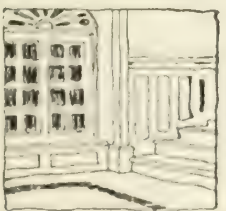
FOR FURNITURE



FOR FLOORS



FOR DOORS



FOR WOOD-WORK

A few suggestions as to how a little paint will make each home brighter and more cozy, will help to "cash in," but be sure it is "Canada Paint-ed" and insure satisfaction to customers.

For Walls—

Suggest Sanitone for new washable wall paint that makes the whole house look brighter and cleaner.

For Furniture—

Suggest Sun Varnish Stain, Alba Gloss or Art Enamel according to the finish desired.

For Floors—

Suggest Sun Floor Finish, the kind that wears well.

For Iron Work—

Suggest C. P. Stove Pipe Enamel, Fairy Gold Paint or Aluminum Paint according to the fixture painted and finish desired.

For Wood Work—

Suggest Sun Varnish, Sun Varnish Stain, C.P. Wood Tints or the Color of Canada Paint to obtain the required effect.

These suggestions will appeal particularly to live C.P. full-line agents.

Ask us about our Exclusive Agency proposition for your district and "cash in" on our 1917 plans.

The Canada Paint Company
Limited

572 William Street, Montreal
112 Sutherland Ave., Winnipeg

Injustice of Division Court Act

Horace Chevrier, Winnipeg, president of the Dominion Board of the Retail Merchants' Association of Canada, made a strong and eloquent plea for a strong organization of the retail merchants of Ottawa at a meeting held in that city recently. The meeting was called for the purpose of discussing the injustice done to retailers in Ontario by the Division Court Act, which makes the collection of small debts such a costly proceeding.

A resolution, which will be presented to the executive of the Ontario board of the association, was passed, calling upon them to take such action as may be necessary to have introduced into, and passed by, the Ontario legislature, an act simplifying the collection of small debts for the following reasons:

"1st. Because this act will enable us to collect accounts which are to-day considered too small to place in the hands of a solicitor.

"2nd. Because it will relieve us from the exploitation of so-called 'commercial adjusters' or 'collection



The Bradfield Block, Morrisburg, Ont., owned and partly occupied by R. H. Bradfield & Co., hardware dealers. This store's methods were briefly referred to in last month's issue.

agency companies,' and it will enable us to do our own collecting inexpensively and expeditiously.

"3rd. Because it will act as a deterrent to professional solicitors for credit, who so often solicit without any intention of paying, as they count on the fact that the account being small they cannot be made to pay it."

Mr. Chevrier's address was a remarkable one. He described the simpleness yet effectiveness of the act in vogue in Manitoba for the collection of small debts, whereby the cost of collecting a \$5 debt would be but 50 cents, compared with the cost for collecting a like amount in Ontario, of from \$6 to \$7. A magistrate was appointed in each necessary district to receive complaints of merchants and to issue summonses. The merchant could use his own employes as process servers, thus saving a cost necessary in this province. He said that in 95 per cent. of the cases before the summons became returnable the debts were usually settled satisfactorily out of court.

Need Organization

He said the retailers of Ottawa must build an organization strong enough to make the provincial government take heed and put into force the amendment they demanded. He said he had always thought of Ottawa retail merchants as vigorous and progressive, and even went so far as to say that in the merchant class in Ottawa he had found more men of indomitable determination than in any other city he had visited. He spoke of the important part played by the retail merchant in

the citizenship of the country and claimed that a great part of Canada's advance had been due to the adventurous spirit of the retail merchant. He described the retail merchants as a class misunderstood, because they had never corrected the people's impression that they were exploiters of the public, leeches and feeders on the people's blood. To overcome this they would have to get together and organize and use the press as well as other means for telling the people what they really stand for. The only way to meet the manufacturer and wholesale merchant on common ground was by organization.

Giving and Receiving

In the course of his remarks, Mr. Chevrier said Canada would be face to face with a necessary era of credit after the war and that developments might be expected which the financial system of the country would not be ready to meet. He said it would be a case of giving and receiving credit.

He spoke of the importance of a bankruptcy act, and in touching upon the business war tax declared that its drawing up had not been considered from the retail merchants' point of view. He closed by strongly pleading for Ottawa retail merchants to be up and organizing immediately and effectively.

Henry Watters, president of the Ottawa R. M. A., presided, with L. N. Poulin, vice-president. A discussion followed Mr. Chevrier's remarks, in which E. M. Trowern, secretary of the Dominion board of the association, took part. It was urged that the membership fee be increased from six dollars now to ten dollars. It was also intimated that a big rally of the retail merchants would be held in the near future, to take the form of a dinner with speeches by retail merchants of country-wide prominence.

If I Were a Retailer

BY THEO RIST

IF I were a retailer in a small town, I should aim to conduct my business along unusual lines. I should be different in as many ways as possible from my competitors or from other merchants in the locality.

In a small way, at first, to test the theory, I should carry products which are not usually found in small town stores. I should buy in small quantities until the theory were proven good or exploded, but I should test it. I should use the telephone—town and rural—to advertise my goods. I would know, of course, to whom I might expect to sell the products which might come in, and to those friends I should offer those products per telephone.

To cut it brief, I should make it a point to become noted in my community for my unusual methods of doing business and I don't know that I shouldn't call my store the Unusual Store. At least, in such terms would my patrons think of me.

And I should make it a point occasionally to visit other stores, not alone in my community, but in other communities, to see what is going on in the world and to become neighborly with my fellow-merchants. That in itself, you see, is unusual.

And this being the basis, merely, I will amend the statement at the outset by substituting for the words "Small Town," the words, "Any Town."

For such methods, I firmly believe, will win in any community.



Boeckh's Begin the Manufacture of Set-in-Rubber Brushes



Established 1856

SCIENCE and experiment are always evolving better ways of doing or making things—brushes among them; and when science and experiment have reached sound conclusions it is for us all to accept the results.

Speaking for ourselves; we've been making brushes in Canada for 60 years. The brushes we made 60 years ago were the best brushes made at that time, but they were far behind the brushes we have been making during recent years. We have learned better ways, because we have not been mind bound. Our own labors and genius in our realm have enabled us to improve our business in every particular, and we expect that the future still will continue to reveal to us new things and better things—though we are frank to confess that it does seem that perfection has already been attained.

All this is introductory to the announcement which we have to make; viz., we are now installing a plant for the manufacture of Set-in-Rubber Brushes.

We'll continue to make "**STEEL GRIP**" Brushes, the absolutely perfect Painter's tool, as Set-in-Rubber Brushes cannot excel them as a working tool, but because a demand has sprung up for the Set-in-Rubber Brush, we are making this Brush as well.

Concerning Boeckh's Set-in-Rubber Brushes, the following particulars, are given:

The Bristle and Hair in these brushes, as in all our Painters' Brushes, are of the highest grade, and are prepared by our Special process, which retains the elasticity and softness of ends—the part of a brush upon which good results depend.

Boeckh's Brushes, as a consequence, are perfect in quality and wear long and satisfactorily.

Each individual Bristle is held secure by Pure, best quality Rubber, not a rubber cement containing mostly cold tar pitch or other cheaper materials. The butts of the Bristles are completely covered with strictly Pure Rubber while in a semi-liquid state,

and then vulcanized until it is absolutely hard and will not under any circumstances permit of the Bristles coming out.

By the introduction of many labor-saving processes, and also owing to the large volume of business, we are able to give extra value, and also supply Brushes that give the maximum of wear, which means satisfied customers.

As we have been manufacturing Brushes for ever sixty years we know how to combine quality, style and finish at the lowest possible cost, and to supply the trade with guaranteed goods that, in all cases, give absolutely satisfactory service.

Our travellers will show you samples when ready

The Boeckh Bros. Company, Ltd.
Toronto, Canada

Retail Association Discuss Convention

A meeting of the Advisory Committee of the Ontario Retail Hardware and Stove Dealers' Association, was held at the Queen's Hotel, Toronto, on Thanksgiving Day. There were present, Pres. W. J. Carter, Secretary W. F. Macpherson, C. W. Conn and John Caslor. Routine business and correspondence took up the brief morning session.

In the afternoon a deputation representing the Canadian Hardware Manufacturers Exhibitors and consisting of Secretary Frank Tobin, H. P. Hubbard, of E. C. Atkins & Co., Hamilton, and John Billingham, of Boeckh Bros., Ltd., Toronto, conferred with the retailers and proposed a joint convention and exhibition for 1917. This matter was laid over for a month, when a special executive meeting will be called to discuss the matter. The retail association feel that in case the C. H. M. E. A. do not make an exhibition they themselves will put one on. A brief discussion took place on what the revenue to the retail association should be in case the manufacturers conducted the exhibition, before it was decided to lay over the matter for fuller discussion a month hence. Because of this indecision the time and place for the 1917 convention was also allowed to rest. Hamilton and Toronto were the cities mentioned for the convention, and it was suggested as a possibility that March would be the month instead of February, as in past years.

Secretary Macpherson stated it was his intention shortly to renew the compiling and sending out to members of new price lists. The great uncertainty of the markets and the constant changing of prices had interfered not a little in making up these lists.

Morris Phillips, Toronto, presented to the committee a report of the action he had brought against the T. Eaton Co. for misrepresentation of paint in their advertising. The case had been dismissed in the courts, and Mr. Phillips believed the matter should not be allowed to rest. The committee after a short discussion decided to lay the whole matter before the annual convention, when the members of the Association can express their individual views.

FAMOUS PAINT CASE DISMISSED

The paint misrepresentation case against the T. Eaton Co., brought up first at the hardware convention last February, by Mr. Phillips, a Toronto hardware dealer, and which has become more or less famous since then, was dismissed in the Toronto police court last month, after several adjournments. Expert evidence was put in by both sides during the several sessions of the trial.

The Ottawa Government through the Department of Inland Revenue made an analysis of the paint and Asst. Deputy Minister Geo. W. Taylor wrote last spring, when the sample was submitted to him, that "the article is of exceedingly low value as a paint. The pigment essentially consists of barium sulphate and silicate, which have very little covering power. The amount of lead contained in it is very small indeed. The statement in the advertisement that it contains all that a first-class paint should contain' is certainly incorrect and misleading."

The T. Eaton Co., submitted as expert L. C. Carmick, analyst for the U. S. Government at Washington. He thought the statement in the advertisement complained of—that "only pure lead, pure zinc, pure dry colors

and pure linseed oil" was true. The analysis he had made led him to believe the paint could not be manufactured for less than 64 or 65 cents a quart, allowing 10 per cent. profit to the maker. The paint was "a typical example of standard inside and outside paints," and Mr. Carmick said the paint contained all that a first-class paint should contain. In his opinion there was no false statement in the advertisement.

Asst. Manager Brown of the Eaton Co. said the paint had been ordered before the war, and so far as he knew had given every satisfaction. Customers could have their money back if not satisfied.

Mr. Chittenden, superintending chemist for the manufacturer, said all the pigments in the paint were good. The paint was sold at a low price because it was contracted for before the war, and they found it judicious to keep their factory working.

Mr. Dowsley, the advertisement writer said that what he meant when he wrote the advertisement was that the ingredients were pure, not that they contained nothing but the ingredients mentioned.

In dismissing the case the magistrate said "it is unfortunate that more care was not taken in preparing the advertisement."

Mr. Phillips says he will not allow the case to rest, but will bring it before the next hardware convention, where all the details of the case will be threshed out. While all will not agree with the decision of the court it cannot be gainsaid that the defence marshalled their side of the case just a little better than the prosecution. There should have been better co-operation on the part of the R. M. A. with the Crown authorities.

BUSINESS CHANGES

Alberta

- Blackie—C. J. Goulter, hardware, commenced.
- Excel—Batton Bailey, hardware, succeeded by C. R. Bishop.
- Innisfail—Day Hardware Co., of Red Deer, opening branch.
- Ribstone—R. J. Wilde, hardware, succeeded by A. P. Ruf.
- Stettler—Hansen & Nelson, hardware, commenced.

Saskatchewan

- Delisle—Pope & Given, hardware and implements, incorporated.
- Engelfeld—B. M. Wacholtz, hardware, sold to Smith Bros.
- Mozart—W. C. Barker, hardware, succeeded by T. Laxdal.

Manitoba

- Neelin—W. O. Beatty, hardware, sold to J. M. McKay.
- Brookdale—H. W. Davidson & Co., hardware and implements, succeeded by Home Lumber Yards, Ltd.
- Miami—W. H. Campbell, hardware, succeeded by Campbell & Botting.

Ontario

- Toronto—Trelford Hardware Co., registered.
- Toronto—F. H. Stuart, succeeded by R. J. Cole.

W. J. Egan, Canadian Trade Commissioner at Cape Town, states there is a demand for hack saws in South Africa.

Geo. T. Jenkins, for 32 years with H. S. Howland, Sons & Co., Toronto, died on September 29, after several months' illness.

Builders' Supply and Hardware
Dealers can obtain their supply of

Creosote Shingle Stain

and

Black Liquid Mortar Color

from

MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the
Dominion. To dealers only.



"JUST as I told you—the right cement floor finisher would make our concrete floors wearproof, waterproof and oilproof. Now you see why I specified

**R. I. W. CEMENT FILLER
& CEMENT FLOOR PAINT**
REMEMBER ITS WATERPROOF
REG. U.S. PAT. OFF. PATENTED AS TO PORTLAND CEMENT FEB. 27, 1906

R. I. W. Cement Filler and Cement Floor Paint seal the sandy, porous surface of concrete and cement floors and in this way stop the constant sanding, water infiltration and the soaking up of oil. And it is so easy to apply—anybody can do it perfectly. Twelve standard decorative colors. A two-coat proposition that resists wear longer than anything else we have ever seen. Don't let "cement dust" fly as the floor scuffs off or sands. Stop it immediately with an application of these wonderful preservatives, and save your machinery and stock. Write for illustrated Booklet from Dept. 54

**R. I. W. DAMP-RESISTING PAINT CO.
TOCH BROTHERS**

Gerrard St. and Carlaw Ave.
TORONTO, ONTARIO, CANADA

*Read
this issue
from cover
to cover*

*Then you will agree
that this paper is
worth several times
the price.*

\$1.00 a year

*Send your subscrip-
tion in to-day.*

The Commercial Press, Limited
32 Colborne Street, Toronto

MADE IN CANADA BOLTS QUALITY THAT PLEASES

We have a large stock of high-grade Carriage and Machine Bolts, also Coach Screws, Rivets, Nuts and washers.

LONDON BOLT AND HINGE WORKS

London, Canada

The PARMENTER BULLOCH CO. Limited
GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fellow Plates.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

CONSULT THE BUYERS DIRECTORY

The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.



Ground so they can't bind

Cross Cut Saws

ATKINS

Of course, there is easily a larger profit in them. You simply show their easy-running, fast-cutting qualities, and explain the toughness of Sterling Steel. Any customer will pay your price. Try a box of twenty-five or a dozen. We'll make good.

Factory:
HAMILTON, ONT.

E. C. ATKINS & CO.

Vancouver Branch:
109 Powell Street

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"RELIABLE"



"CHALLENGE"



"RIVAL"



"BANNER"



EVERYBODY KNOWS THESE **LUFKIN** TAPES

THEY HAVE BEEN PIONEERS IN CONNECTION WITH THE NOTEWORTHY IMPROVEMENTS MADE IN TAPES.
THEY ARE DISTINCTIVE IN QUALITY, EACH STYLE THE VERY BEST OF ITS KIND.

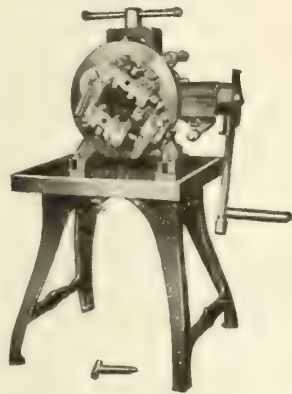
Send for catalogue.

THE LUFKIN RULE CO. OF CANADA, LTD.

Stocked by all jobbers

WINDSOR, ONT.

No. 00. Hand or Power



**ARMSTRONG
PIPE THREADING
AND CUTTING OFF MACHINES**

ARE PROFITABLE FOR FITTERS TO USE

PORTABLE STRONG LABOR SAVERS

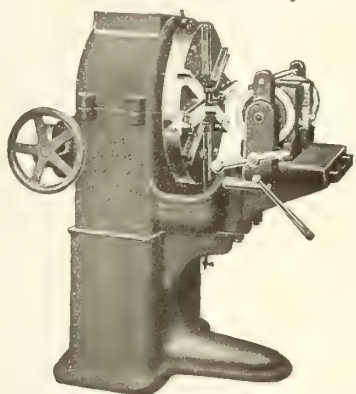
MADE OF THE BEST MATERIAL

MANUFACTURED BY
THE ARMSTRONG M'F'G. CO.

333 KNOWLTON ST.
BRIDGEPORT - CONN.

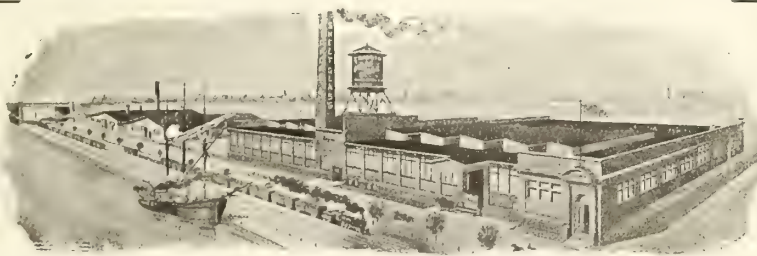
CATALOGUE MAILED UPON REQUEST

No. 3. Power Only



RED
S

BRAND
WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

DON ROADWAY

TORONTO

If You Don't See
What You Want

among the advertise-
ments in *Canadian
Hardware Journal*,
write the publication office
32 Colborne St., Toronto

Your Requests for
information will re-
ceive prompt attention

Mr. Hardware
Dealer:

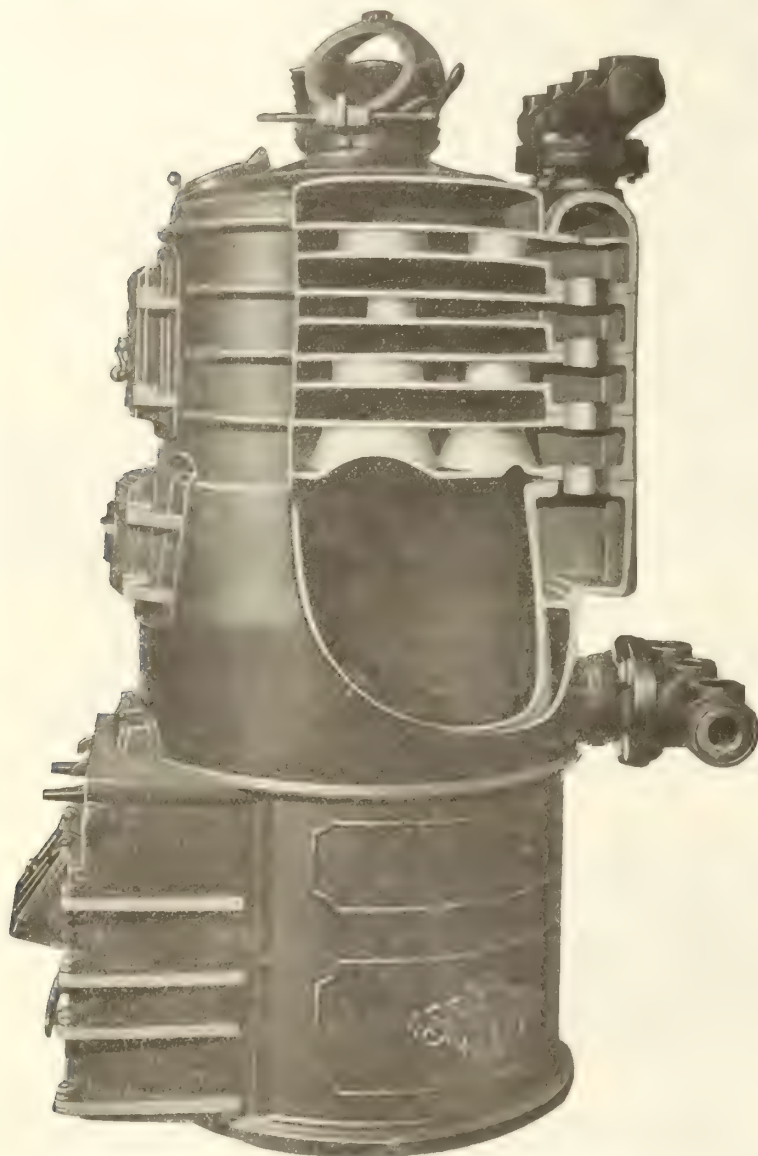


This is the ash sifter you
can recommend because
closed scuttle and double
rims make it dustproof.
The large space for ashes
and easy rocker motion make
ash sifting easy. Order from
your wholesale house.

MANUFACTURED BY

The Burrowes Mfg. Co. - - Toronto

Gurney-Oxford Hot Water Heating Systems



This sectional view shows the inward-sloping walls of the firepot, and the four water sections with zig-zag openings for heat to pass up, giving off every heat unit it is possible to get. Result—more heat from less coal. We will help you close up your heating prospects—send us floor plans and we will work the installation out for you.

We are ready to give you good service on your heating business. Installations are easily put in old houses as well as new. Send to-day for literature, including "City Comfort for Country Homes" which is a splendid business closer.

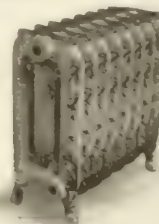
Gurney-Oxford Boilers weigh more, are more durable and have larger heating capacity, size for size, than any other Boilers in Canada.

They are built and guaranteed by the largest makers of stoves, heating apparatus, etc., in the British Empire.

Gurney-Oxford Radiators are of our famous push-nipple construction, metal to metal joints — no rubber gaskets, packing, etc., to wear out.

The Gurney-Oxford "Economizer" makes the expert management of the drafts, and consequent amount of heat produced, possible for even a child.

There are no "come backs" except compliments and lifelong satisfaction for every Gurney-Oxford installation you handle.



Gurney Foundry Company, Limited

476-532 West King Street, Toronto

MONTREAL

HAMILTON

WINNIPEG

CALGARY

VANCOUVER

CANADIAN HARDWARE JOURNAL

Published by The Commercial Press, Limited, 32 Colborne St., Toronto

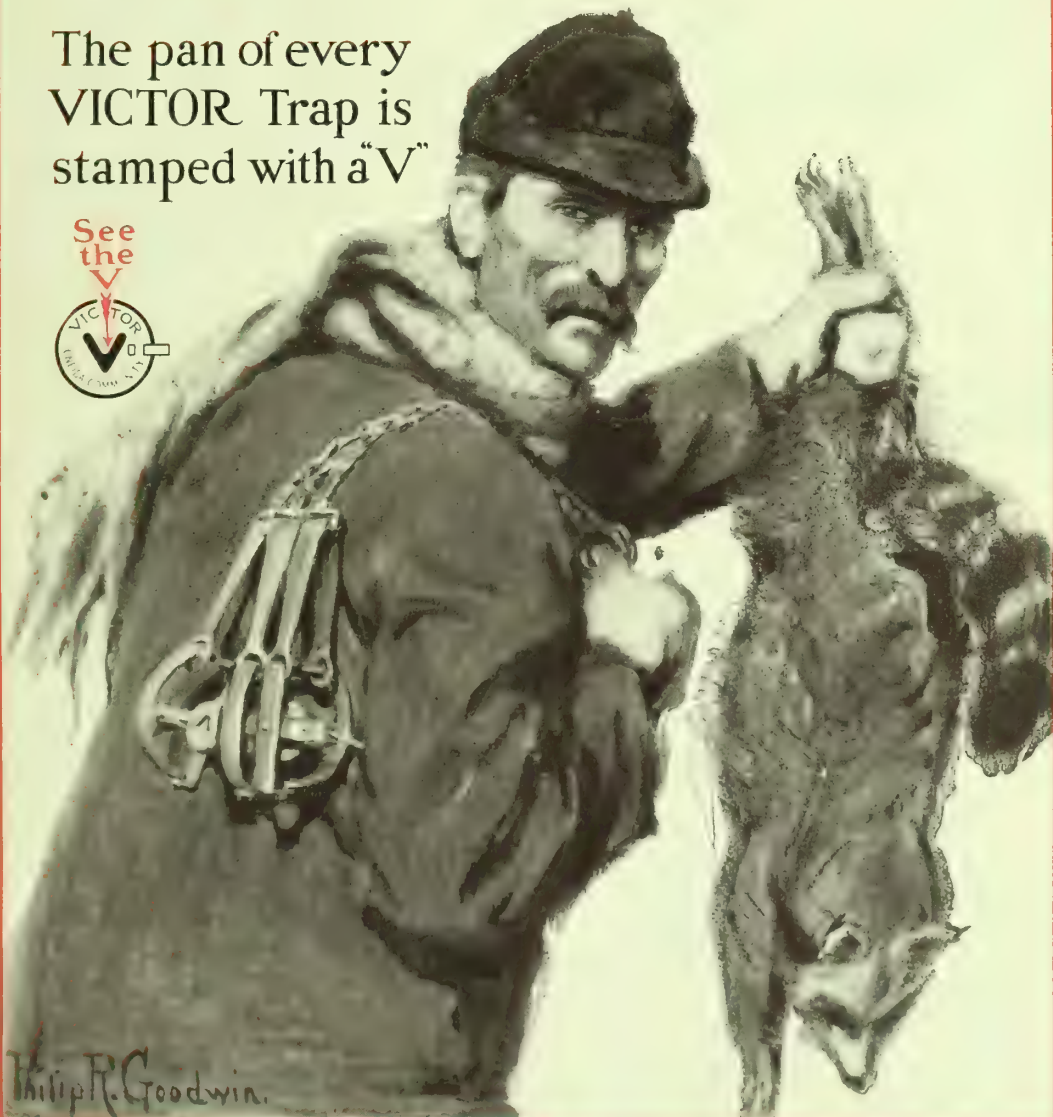
Vol. 8

TORONTO, NOVEMBER, 1916

No. 11

"VICTOR" and Vanquished

The pan of every
VICTOR Trap is
stamped with a "V"



ONEIDA COMMUNITY. LTD.,

NIAGARA FALLS,
ONTARIO

Flexibility
means easy
manipulation



Meakins Brushes

have no falling bristles to agitate the user and there is just the right amount of flexibility to make them easily manipulated.

Quality
means
long service



Our line of brushes are under the workmanship of experts from the selection of the material to finished product. The consistency of re-orders and rapid growth of our business, are proof of satisfaction, and reward for our great care in manufacturing.

Write us for our Catalogue—then order from your jobber. If he cannot supply you, we will do so quickly.

Meakins & Sons, Ltd., Hamilton, Ont.

Warehouses: Winnipeg, London, Toronto, Montreal.



DAVIDSON'S

POPULAR

Premier Leader Range

The most popular Range in Canada on account of the exceptional value for the money, but it is only one of the Premier family of Canada's Foremost Ranges.

There is a Premier to meet every demand, whether it be for a steel or a cast range, one fully dressed or one strictly plain. The Premier Leader is made square or with reservoir. The price will surprise you. Write for particulars.

The Thos. Davidson Mfg. Co.

LIMITED

TORONTO

MONTREAL

WINNIPEG

The advance in the price of labor and cost of material has reached alarming proportions. We are quoting:

Lawn Mowers Sap Spouts Tree Pruners Spring Hinges Screen Door Sets

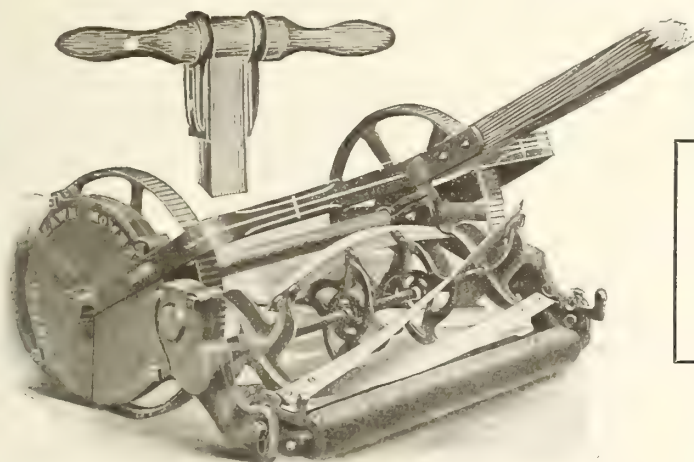
for 1917 delivery, but cannot protect you either in price or delivery unless your specification is received before December 31st, 1916.

Your last year's sales are a fair index for next year's business, and we urge you to specify your wants immediately.

Our assortment is complete, giving a range of high priced and low priced machines.

Our mowers are world known and established stock.

Our repair orders are shipped on the day of their receipt.



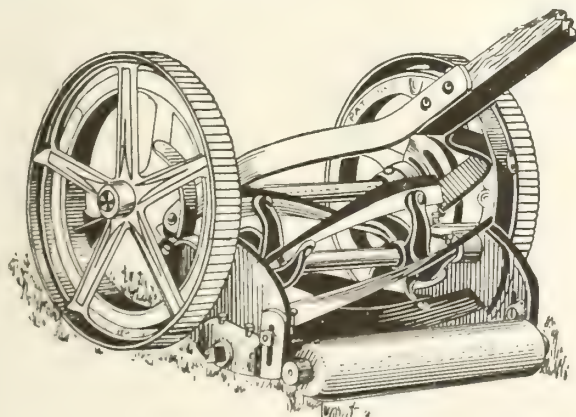
The "Adanac"

Our guarantee is all that you could wish and satisfies the most dubious buyer.

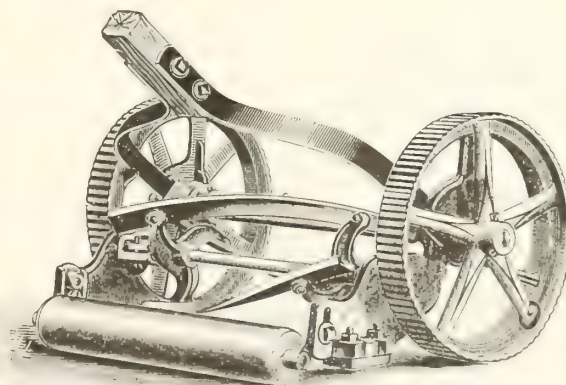
This Guarantee goes with every T-F Lawn Mower

If for any reason, at any time within one year from date of purchase, the Taylor-Forbes purchaser is not satisfied, we insist on giving him a new machine or refund the money.

If you have not a copy of the 1917 Mower Catalogue and Discounts drop us a card and we will mail them at once.



"Woodyatt" Lawn Mower.



"Star" Lawn Mower.

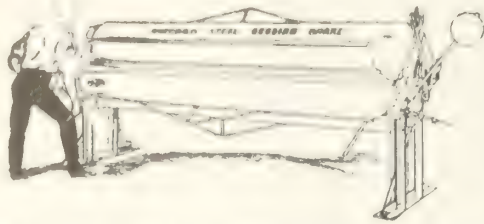
Taylor-Forbes Company, Limited

Taylor-Forbes Co., 246 Craig St. W., Montreal
H. G. Rogers, 147 Prince William Street
St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
Guelph, Ont.

Taylor-Forbes Co., Ltd. 1070 Homer St.
Vancouver.
H. F. Moulden & Son, Travelers Building
Winnipeg.

Bring Your Shop Up-to-date



Chicago Steel Bending Brake

Installed in your shop will increase its efficiency and raise the quality of its output. The large number of Chicago Steel Bending Brakes that are installed throughout the country is a testimonial to its worth. If you are interested in a first-class Sheet Metal Bending Brake, write us.

*Attractive Catalogue and Price
List on Request*

The Steel Bending Brake Works
Chatham, Ontario **LIMITED**

WE MAKE ONLY THE BEST

WIRE NAILS

IN STEEL HOOP KEG

WIRE BALE TIES

for baling hay and many other things

Fence and Poultry Netting Staples

WIRE

Bright, annealed, coppered stove pipe, liquor finished, square, etc.

THE LAIDLAW BALE-TIE COMPANY
HAMILTON, ONT. **Limited**

A. T. Diggins, Stair Bldg., Toronto
Geo. W. Laidlaw
Vancouver, B.C.

H. E. O. Bull, Montreal
Harry F. Moulden
Winnipeg, Man.

The Canadian Hardware Journal wants photographs illustrating good window displays. If you have one, send it in.



The Five (5) Year Souvenir ^{Steel Plate} Range

Something new, entirely different, and infinitely better than any other Stove or Range made.

The oven is heated on five sides by complete circulation of heat products. Most uniformly heated oven known. No necessity to reverse oven pans with contents. All parts equal by the use of our patented Reversible Front Oven Flue and indestructible Fire Back.

The Fire Back is guaranteed for Five (5) years from date of sale.

Will be replaced free of charge if it does not last 5 years.

Send for circular giving all particulars.

This is a leader that will bring you new customers.

Made only by

The Hamilton Stove & Heater Co., Limited
HAMILTON, ONT.

Western Agents, The Tilden, Gurney & Co., Winnipeg and Vancouver, B.C.



TO BE SURE

of the good jobs, and the profitable
rush orders, better arrange now for

next season's supply of Made-
in-Canada Sheets.

Our big stock means quick
shipments at lowest prices.

Don't Put It Off

"SAFETY FIRST"

MEANS

"PREMIER"

The Dominion Sheet Metal Co.
Limited
Hamilton Ontario

The Greatest Smoke Producer Known The Thomson Smoke Machine



The Thomson Smoke Machine is an invaluable friend to the plumber in testing new or old plumbing. All he has to do is simply to take the machine to the job, apply the test, and if there are any leaks the machine will indicate such and they can be easily traced by the smoke issuing from them.

Simplicity—So simple that a novice can work it.

Sensitiveness—So sensitive that it will indicate the smallest leak.

Durability—No glass gauge to break. No valves to clog. Nothing to get out of order.

Portability—A boy can carry it with one hand. It is 16 inches high, 11 inches square.

Smooth and Easy Action—Double acting bellows, can be worked with one finger.

The James Morrison Brass Mfg. Co., Limited
93-97 Adelaide Street West, TORONTO, ONT.

"TIGER" WHITE LEAD

The Lead With the Spread

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.


The Steel Company of Canada, Ltd.

HAMILTON	MONTREAL	TORONTO	WINNIPEG
VANCOUVER	VICTORIA	HALIFAX	ST. JOHN

*Mr. Dealer: Here's Your Chance to Make
Your Store Headquarters for Best Trade.*

PEERLESS Poultry Fencing

Not Mere Poultry Netting



Here is a fence
you can sell.

Stretches flat, all wires
of even length.

Made of Ocean Hoop Steel
Fence Wire, made in Canada, and
will not rust or break under shock
or pressure changes. Our method
of weaving produces a flat, wire
netting. The joints are covered
with the "Peerless Lock" and are
strong and secure. The heavy steel
wires prevent sagging and require only half as
many posts as other fences. Keep all animals out,
confine the smallest chicks, they can't get through.

Valuable Territory Open to Good Dealers
We still have many fine openings for good retail dealers.
If you want to be the leading fence dealer in your locality,
write at once. Never has there been a better time to sell
quality fence. You can make your store headquarters for the
best trade. Don't fail to write and get our Dealer's Proposition.
THE BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.

The "Handy Andy" Improved Force Cup



For household use,
enables anyone to
keep the drain pipes
of sinks, baths, basins,
tubs, etc., free and
clear, and in a safe
and sanitary condition.

*There's a Good
Sale for Them*

Manufactured solely by

Gutta Percha & Rubber, Limited

Successors to
The Gutta Percha & Rubber Mfg. Co. of Toronto
Limited

TORONTO	MONTREAL	WINNIPEG
CALGARY	VANCOUVER	

Is Yours a Growing Store?



Here are ideas which
will help it grow faster.
Here are suggestions for
the young man starting
in business in Northwest
Canada, as well as for the
dealer with an estab-
lished trade.

BUILDING A FURNITURE BUSINESS

is a cloth bound book of 205 pages, every one of which
contains helpful hints for the furniture dealer. Though
written in easy narrative style as the story of "Bobby
Burton, Successful Furniture Dealer," the book is neither
fiction, theory or dry preachment. The incidents, plans
and experiences are woven together from actual practice
in widely separated localities.

If your trade is in a rut you will find here a suggestion for a new
sales plan, a new advertisement or something to start people talking
about your store.

Every man who is looking for new ideas in furniture merchandise
and methods will find something worth while in this book.

Postpaid, \$1.00.

The Commercial Press, Ltd.

Publishers of The Canadian Furniture World and The Undertaker



You can easily get these handsome profits

Hundreds of other hardware men are making big increases in fall business by working up the good opportunities there are in every town and city for

PEDLAR'S
PERFECT METAL
CEILINGS
AND WALLS

Churches, schools, halls, gymnasiums, and private homes—wherever the most artistic effects, permanent beauty and sanitary conditions are desired—big opportunities for handsome profits await you.

There is no risk in handling Pedlar's Ceilings and Walls. Our constant advertising will help you close good sales just as it has done for other dealers.

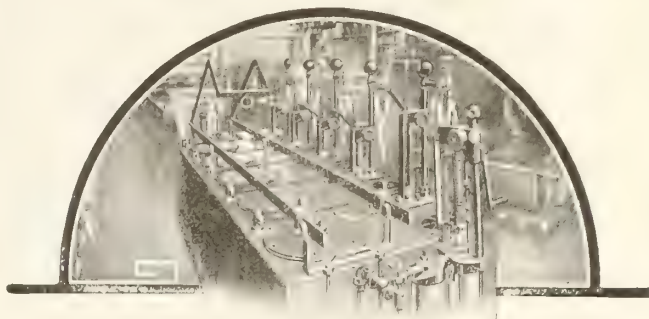
The turnover is immediate. The profit comes to you both ways, for your tin-smith can do the erecting.

Write now for our Free Ceiling Catalogue J. H., showing many of our 2,000 styles and Period designs.

The Pedlar People Limited
(Established 1861)

Executive Offices and Factories: OSHAWA, ONT.

Branches: Montreal, Ottawa, Toronto, London, Winnipeg



Making Oil Measure Itself

When oil must pay a profit it must be handled right. Too often oil loss is discovered only at inventory time—then too late to do any good.

Oil "loses" itself in many ways. Generous measure, spillage, leakage, evaporation and "oil barrel" waste all eat up good profits. Besides, old-time methods of handling mean oily premises—slip-shod, "guess-work" methods.

All of this is done away with when paint oils are kept in

BOWSER
ESTABLISHED 1885

Safety Oil Storage Systems

Air can't play across the oil. Formation of "foots" and "fats" reduced to the absolute minimum. No evaporation, absorption or congestion. No muss or loss in handling. Oil is measured and checked as sold. No "mistakes"—no lost profits.

For thirty years Bowser has been solving oil storage problems. You need a Bowser system in your establishment. Ask Bowser to tell you about it and of the concerns that are Bowser-equipped. Costs nothing to find out. Saves money.

Write to-day. A Bowser System compels profit-making efficiency.

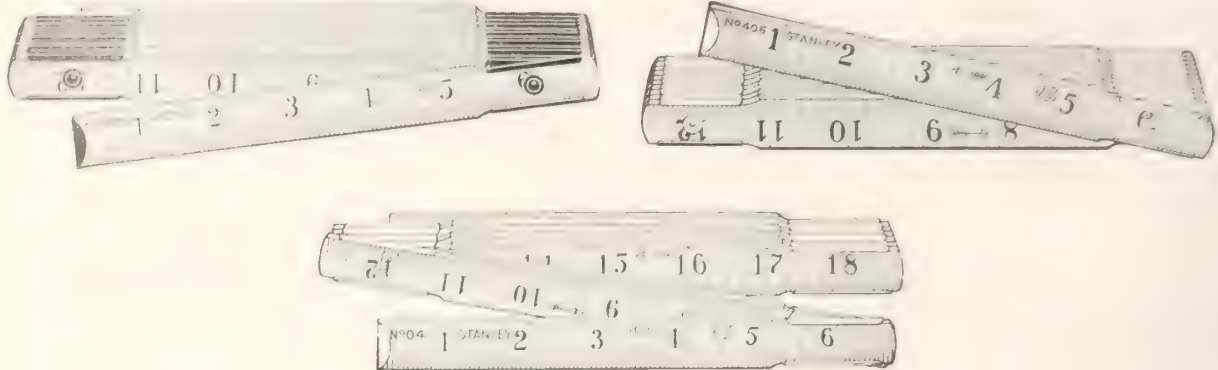
S. F. Bowser & Co., Inc.

Engineers, Manufacturers and Original Patentees
of Oil Handling Devices.

TORONTO - ONTARIO

Sales Offices in All Centres—Representatives Everywhere

Stanley Tools



"ZIG ZAG" RULES

The term "ZIG ZAG" as applied to folding rules made of flexible wood is a trademark belonging to this Company. This trade-mark is stamped on the rules either at full length or in its abbreviated form "ZZ."

The Joints used in "ZIG ZAG" rules are made in two distinct styles, the Concealed Joint, in which there is no hole through the wood, and the Rivet Joint, in which the rivet is carried through both wood and joint.

Both styles contain a stiff spring which holds the rule rigid when open, even in the longest lengths.

Several other patented features add special value to the Stanley and Victor rules.

Made in all standard lengths and finishes.

Be sure your stock of Folding Rules all bear the name "ZIG ZAG" or "ZZ."

Manufactured by

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.

The Famous Five Files---

Good to use. Easy to sell.

They give satisfaction because, for every conceivable kind of work there is an exact type of file among the "Famous Five" made to do it. That is why all men use them.

And that is why it is so easy to sell them.

Remember the brands, and specify them when ordering.

The "Famous Five" are:

Kearney & Foot Great Western
American Arcade Globe


MADE IN CANADA

The Nicholson File Co.

PORT HOPE (*Jobbers Everywhere*) ONTARIO

50
YEARS
IN THE
BUSINESS

OVER
60,000,000
FILES
A YEAR



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POWDERS

ARE THE
Hunter's Reliance

FOR dependability and stability the Sporting Powders made by this century-old company have gained world-wide recognition. This display of confidence is a proof of their popularity and enables dealers to simplify stocks and make quick and profitable sales.

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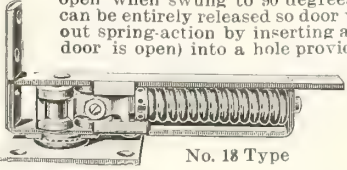


have the weight-supporting bearings correctly located to liberate the action of the springs, reducing breakage and increasing spring power, preventing unequal wear of the barrels, and giving practically unlimited durability.

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ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
**INTERNATIONAL
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Special Grand Prize
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Copy of Catalogue will be sent free to any interested File User upon application.

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ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service.

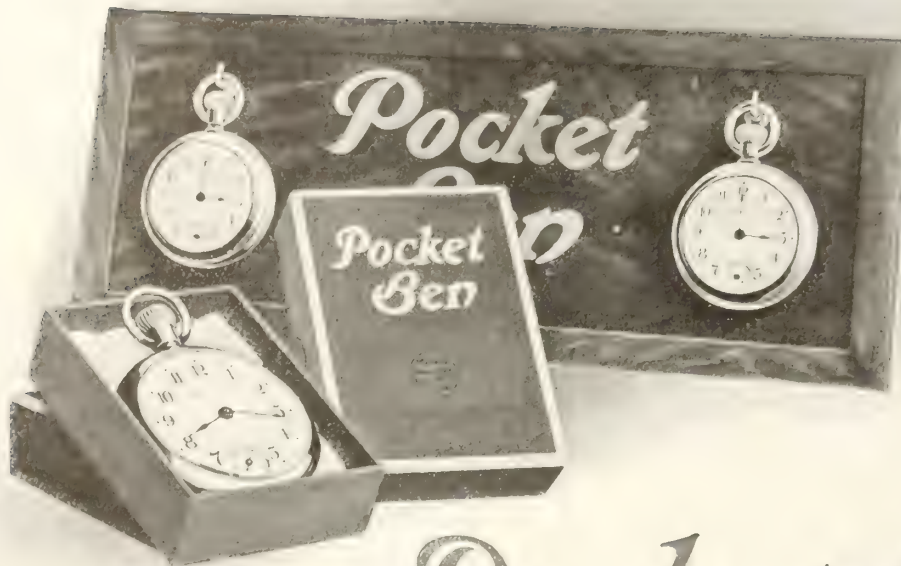
Advise us of space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same.

Send for illustrated catalogue, it will interest you.

CAMERON AND CAMPBELL, TORONTO

When writing to advertisers kindly mention Canadian Hardware Journal.



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POCKET BEN had an eye for the sales sheet when he had that box designed. That shade of brown, that white corner edge, that orange script lettering, all trade on six years of Big Ben publicity.

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From the way orders are coming in, he's out to break sales records. It looks as

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Pocket Ben is well designed and finely finished. The case is nicely rounded and well-proportioned, the dial, clear and distinct. It has the same style, light running, reliable movement that makes *Westclox* so successful.

Each dozen is packed in a carton with two display cards and a novel display stand for your window or show case.

With an order for three dozen at your request we send a handsome walnut display rack shown above, a very attractive fixture.

There's a good margin of profit in Pocket Ben. The box and selling helps. *Westclox* watches are furnished in nickel or gun metal.

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CANADIAN HARDWARE JOURNAL

D. O. MCKINNON
GENERAL MANAGER

JAMES O'HAGAN
W. L. EDMONDS
EDITORS

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The Hardwareman and the Christmas Gift Trade

Some suggestions regarding ways and means of getting the best results from a business which this year promises to be even more than usually good.

By WILLIAM LEWIS EDMONDS

THAT there are excellent possibilities in the Christmas holiday gift trade for the hardware store there can be no doubt. As a matter of fact there is no branch of trade which lends itself more readily to it.

But the measure of results which the hardwareman obtains will be determined by the effort he puts into the ways and means employed for getting a share of the business. The business will certainly be there if it is gone after in the right way.

There was a time when, outside a few lines, there was apparently not much use of the hardwareman making any special effort to cultivate the Christmas holiday gift trade. That day has gone by, and, what is more, never to return, for people are now realizing that it is not flummery, but useful articles, that make

the most acceptable gifts. As the articles carried in the average hardware store are essentially of a useful description it naturally follows that the hardware dealer stands to benefit from the more modern and more sensible ideas which now obtain regarding the character of goods most suitable for Christmas holiday gifts.

It is now time that hardwaremen had their plans made for the holiday trade. If there are any who have not they should immediately set about preparing them.

A Gift Department

In the first place it would be a good thing to arrange for the creation of a gift department to which customers can be directed when they enter the store. If the circumstances are not favorable to this, arrange for the grouping of different classes of goods which can be

SUITABLE GIFT PIECES

ALARM CLOCK
ASH TRAY
AUTOMOBILE BRUSH
AUTOMOBILE HEATER
AUTOMOBILE RUG
BATHROOM FIXTURES
BICYCLE OR MOTOR CYCLE
LANTERN
BOXING GLOVES
BRASS AND BRONZE
NOVELTIES
BREAD BOARD
BREAD BOX
BREAD KNIFE
BRASS AND WOODEN BOOK
ENDS
BIRD CAGE
CARPET SWEEPER
CHAFING DISH
CURLING TONGS
CIGAR LIGHTER
CUTLERY
CASE CARVERS
CUT GLASS
CLOTHES BASKET
COASTERS FOR CHILDREN
CARRIAGE ROBES AND RUGS
COAL SHUTTLES
CLOTHES BRUSH
COTTEE POT
DESK LAMP
DOOR MAT
DINNER BELL AND GONG
DESSERT KNIVES
ELECTRIC CHRISTMAS LIGHTS
ELECTRIC TOYS

ELECTRIC TOASTER
ELECTRIC BELLS
ELECTRIC GRILL
ELECTRIC COFFEE URN
ELECTRIC BOILER
ELECTRIC PERCOLATOR
ELECTRIC RANGE
ELECTRIC FIXTURES
ELECTRIC IMMERSION
HEATER
ELECTRIC IRONS
ELECTRIC HEATER
ELECTRIC FAN
ELECTRIC HEATING PAD
ELECTRIC VIBRATOR
ENAMELLED WARE
FLASH LIGHT
FIRELESS COOKER
FOOTWARMER
FRUIT KNIVES
FIRE IRONS
FIRE SCREEN
FLOOR STAIN
FOOTSCRAPER
FLOWER STAND
FURNACE SCOOP
GAS STOVE
GAS HEATER
GLASS SHADES AND GLOBES
GYMNASTIC EXERCISER
GRATE FENDER
GO-CART
GONGS AND STRIKERS
HAND SLEIGH
HAND MIRROR
HOCKEY STICK

HOCKEY SKATES
HOCKEY BOOTS
HOCKEY PUCK
HAIR AND BEARD CLIPPERS
INDOOR BASEBALL SET
KITCHEN SET
KNIFE SHARPENER
KNOCKER
LANTERN
LETTER BOX
LETTER BASKET
MANICURE SETS
MOCASSINS
MECHANICAL TOYS
METAL TOYS
METAL BANK
MEAT CHOPPER
OIL HEATER
OIL LAMP
PAPER CUTTER
PAPER WEIGHT
PARLOR GAMES
PIANO LAMP
PICTURE FRAMES
PICTURE CHAINS
POCKET KNIFE
PUNCHING BAG
POTATO MASHER
PLAYERS
POCKET COMPASS
PAIS
PAINT BRUSHES
READING LAMP
RAZORS
RANGE
SAD IRON

SAFETY RAZORS
SALAD SET
SALT AND PEPPER SET
SEWING MACHINE
SEWING MACHINE MOTOR
SKATES
SCRUB BRUSH
SHAVING SETS
SILVERWARE
STOVE
STEP LADDER
SLEIGH BELLS
SNOW SHOES
SKEES
SWEEPING BRUSH
TABLE CUTLERY
TEA CADDY
TEA POT
TEA KETTLE
TINWARE
TRAVELING BAG
TOOL BOX
TABLE LAMP
TOBOGGAN
TEA TRAY
THERMOMETER
VACUUM CLEANER
VEGETABLE BOILER
VARNISH
WATER FILTER
WATER PURIFIER
WASHING MACHINE
WHIP
WRINGER
WOODEN TOYS
WASTE PAPER BASKET

specialized for the gift trade. Create, for example, separate groups of table cutlery, case carvers, tool boxes, individual tools, cut glass, silverware, brass and bronze novelties, electric goods, gas heaters, stoves and ranges, sporting goods, etc.

Tables and shelves naturally come in for use in this grouping process. But boards, covered with baize or heavy paper lend themselves very readily for the display of certain kinds of toys and small hardware articles. These boards can be used in many ways. They, for instance, make an excellent background for the store window, and can be used to good advantage when fastened to the walls of the store.

Lines on Which to Specialize

Electricity is now in such general use throughout the country and the variety of electrical goods so extensive that it will well pay dealers in almost every village, as well as those in the larger towns and cities to give attention to this line. For not only are electrical goods in demand, but they yield a fairly good profit to the dealer.

Silverware is another line to which dealers can well afford to give special attention to for the holiday trade if they have not been accustomed to do so in the past. None but the larger dealers would be warranted in going in extensively for this line. But there is such a large variety of lines which sell at a moderate price that there is not a hardwareman in the country who cannot give some attention to it, particularly when the fact is taken into consideration that silverware can be made to return a good profit. When silverware is being displayed it should, as far as possible, be kept under glass.

Toys of metal and of wood can be readily handled by the hardware man during the holiday season. And as within the last twelve months the manufacture of these has been extensively undertaken in Canada there is an ample supply of home-made goods to be drawn upon.

Cut glass is also another line which, while not strictly a hardware line, is being handled with good advantage by an increasing number of hardwaremen. All dealers are, therefore, strongly recommended to get in a stock for the Christmas holiday gift trade, even if they have not done so in the past. Without going into a large expenditure they can procure a nice assortment. Cut glass is a line, too, whose selling price need not be based on its actual cost, but upon what it will fetch. In other words it is quite an easy matter to make a profit of a hundred per cent.

With his plans made in regard to the lines which he shall specialize during the Christmas holiday gift season, the next thing for the hardwareman to consider is the best methods he can employ in order to dispose of them. Generally speaking there are two things to which he must give particular attention if he is to secure anything like a satisfactory share of the holiday trade. The one is advertising. The other is window displays.

Ways and Means of Advertising

Of all methods of advertising newspaper advertising is the best as a rule. But the best results from that are only obtained when it is done well. And to do it well does not demand great skill. It just requires common sense. Every hardware dealer knows how to talk to a customer when he has him face to face. And that, in the final analysis, is practically all he has to do when he is preparing his copy in order to talk to his customers through the printed word. The only differ-

ence is that he has to use fewer words and come to the point sooner. In some instances it may require much thought, but the object desired makes it worth while. Make the first line as arresting and as much to the point as possible and the introduction brief and explanatory. Then deal specifically with certain lines and the prices at which they can be obtained. To merely generalize by saying, for example, that Smith & Brown's is the place to buy Christmas gifts is not likely to interest anyone. What catches attention is an advertisement which gives specific information regarding goods that are suitable for Christmas gifts and the price at which they can be obtained.

In pursuance of this idea it is well to devote some space or an occasional advertisement to grouping articles which will make suitable gifts for different members of the family and for male and female friends.

Another effective thing to do would be to prepare and have printed on cardboard or heavy paper a list of articles which make useful or appropriate Christmas gifts and distribute them about town. Copies of the same should also be pasted upon the interior of the window and in prominent places within the store. Such a plan will not only materially increase sales, but will save the time of clerks in waiting upon customers. The panel herewith shown might serve as a basis.

Making Use of the Window

Window space is valuable at all times. But it is particularly valuable during the Christmas holiday season. Therefore every effort should be made to make the very best use of it. This can only be done by giving much thought to the subject. He is a wise dealer who does this and sets his clerks thinking as well.

In planning window displays it is well to keep at least two underlying principles in mind. The one is that the most effective window displays as a rule are those which are not crowded, but are so arranged that the passer-by can at a glance take them in. If he can take them in at a glance he is more likely to stop for a moment and study them. The other is to arrange definite days on which the window display is to be changed while the season is on. Otherwise a display may be allowed to run a week or more without being changed. And even a good display is likely to wear itself out in that time. It should be definitely decided to make a change at least once a week. But two or three times a week is better, increasing as it does the opportunity for showing a larger variety of goods.

To prepare and carry out plans for the Christmas holiday gift trade undoubtedly takes time, but the possible results are worth it. This year the results ought to be particularly good, for prosperity throughout the country was never more general.

Now, and not to-morrow, is the convenient time for the hardware dealers to begin the mapping out of his plans for the coming holiday campaign.

PUSH SAFETY RAZORS AS XMAS GIFTS

THERE is no more practical and useful Xmas gift for a man than a good safety razor, and this line should be featured strongly during the Xmas campaign. There should be a good sale of safety razors this year as gifts for soldiers and the dealer should take full advantage of the opportunities in this direction. Safety razors should be given prominence in display and advertising.

Hints on Good Window Dressing

Preparing for the Christmas season—Arranging a scenic background—Use price cards and study colors of display

The first essential, of course, is the right kind of a window. A good many windows could be materially improved by being closed in, as this variety of construction simplifies the arrangement of a good background and many lines of goods sold by the hardware store can be shown to advantage in a background arrangement.

Where the store has only one window, and it is a large, long one, the best thing to do is to cut it up into sections by means of movable dividers that can be shifted about to meet requirements. The glass shelf fixtures are made good use of by many retail stores for background purposes, allowing rapid arrangement of the back portions of the display.

Why Price Cards Should be Used

The writer is a strong believer in the plentiful use of price cards on goods displayed. On seeing anything he wants in a window, the first thought that pops into the mind of the average person is, "How much does it cost?" Consider some experiences of your own. Is it not true? Then, why not just as well give the price in the window, as it has to be announced sometime if a sale is made. If the price is in the window and is satisfactory, a sale may be made upon the spot; if the price is not there, the possible customer may pass on. If prices are right, there is every reason why they should be displayed in the window; if they are not right, there is little use of displaying the goods.

A Word re Frequent Change

I would like to say a word about changing window displays. Every dealer realizes that displays should be changed frequently, but something more than mere belief in that policy is essential, and that is actual practice of it. A thing that appears odd to me is that it is the dealers in busy sections who generally change their displays the oftenest.

If it is well for dealers on the main streets of large centres where there is a constant stream of different people passing the store, to change their displays often, how much more desirable must it be for the dealer in the small town or residential section where the same people pass the same store nearly every day, and who must get real tired of looking at the display that is left in for any length of time.

When the window is changed, it should be changed altogether—it should be made to look entirely different from the way it looked before, otherwise many people will think it the same window and pass it by. If practicable, the class of merchandise shown should be entirely changed.

SPEND MORE ON WINDOW DISPLAYS

Correct and proper window displays are so important that a mere mention of the more important details will serve to show what an absolute necessity good window displays are to any enterprising store.



Suggested background for Christmas goods.

In a measure, the net results are just as essential or more so than the services of the salespeople behind the counters. Displaying merchandise, as practiced by the average store, is too often neglected and given secondary place as a salesgetter, while much money is spent yearly through newspaper advertising. If more time and a small per cent. of the same expense be given to windows and window space the net results would be nearly double. Prospective buyers not only read of the merits of "unequaled values," but the old-time adage that "Seeing is believing" still holds, and a good display of the same advertised article strengthens the desire to buy.

Window trimming, while simplified to a certain extent in the last few years, is still work requiring careful study and forethought on the part of the workman. An attractive display, no matter how small, or how staple the article, is sure to produce, just as sure as a hurried or careless manner fails to secure the proper amount of sales.

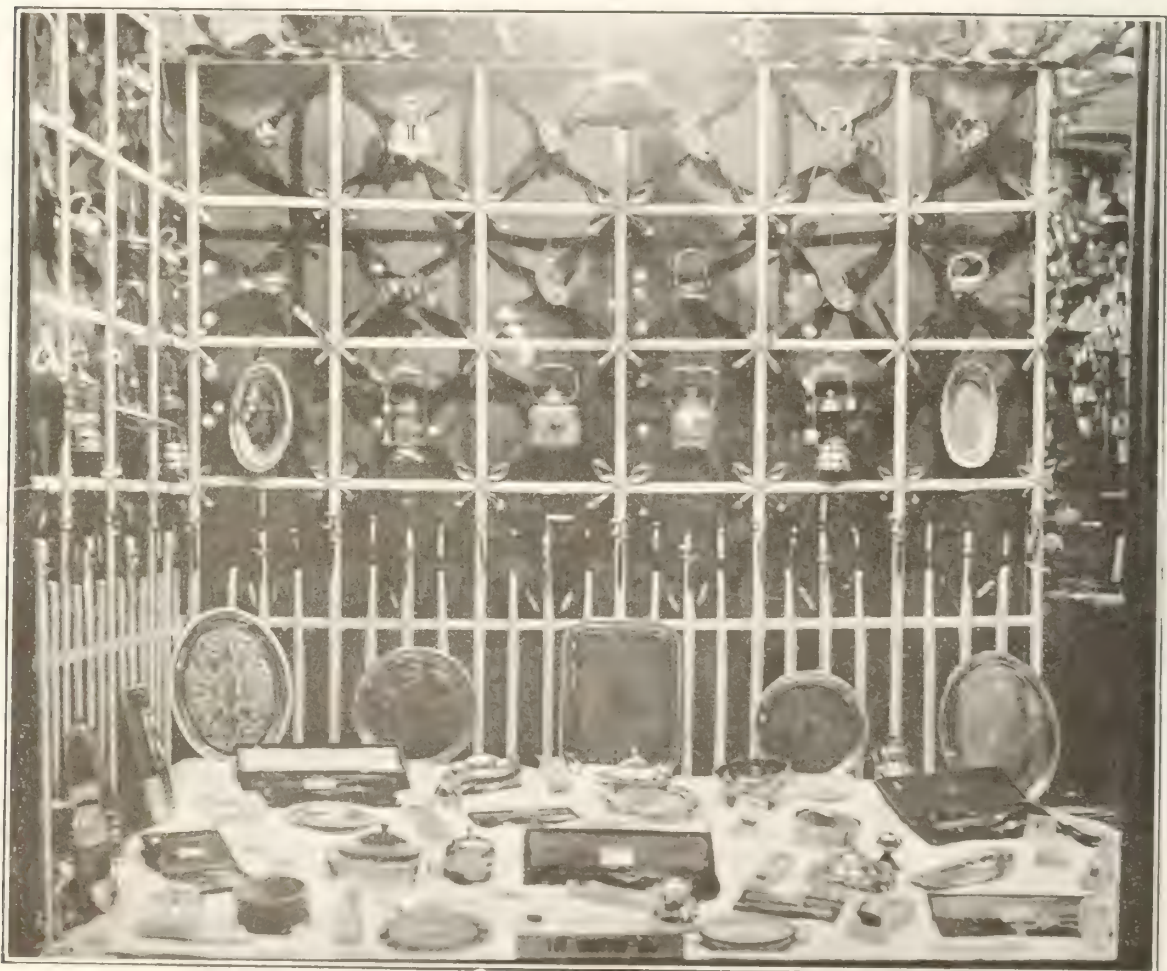
The progressive merchant will see a marked increase in business if he devotes more time and attention to valuable window display—he will improve the looks of the store and fascinate his customer by twentieth century methods.

HOW SCENIC BACKGROUND CAN BE ARRANGED

A good background can be made to make a window more attractive. Here is a plan for producing a scenic effect which will be very Christmassy. Make a circle of cardboard about three feet in diameter and cover it with red crepe paper or red flannel, being sure that the covering is put on neatly. Fasten this to the background in the centre of the place for the border.

The border should be about 15 or 18 inches wide, of green crepe paper or some suitable cloth material. This can be pinned to the background. Care should be taken to do this work neatly.

Then mount in the centre of the circle some suitable



Two examples of how the Whitford Hardware Co., Bracebridge, Ont., made a bid for Christmas trade through window displays.

scene effect. You may get this out of a framed picture. Then place a row of cotton icicles over the top of the border and on top of the picture and another row along the border under the picture. Finish the effect by pinning a band of red ribbon along the edge of the border, making it match the edge of the picture.

A background that will interest the children is made by representing a Santa Claus going down a chimney



Suggestion for a background for a Christmas window. The background is an important part of the display.

with a bundle on his back. The dummy is made by covering a packing box with brick paper. A cut-out or figure to represent Old Kris can be shown in the position of going down the chimney. The background can be made of black with cut-outs to represent the moon and stars. These openings can be covered with yellow tissue paper and the lights from the store interior will produce an effective evening scene. Gilt stars may be pasted on the black background.

GOOD WINDOW DISPLAY ADVICE

Plan window displays months ahead and you will not only have them ready in time, but they will be much better displays than if executed at the last minute.—Edward Marshall.

TO PHOTOGRAPH YOUR WINDOW DISPLAY

Remember that the awnings over your windows must be adjusted from time to time throughout the day to overcome reflection. The matter of reflection is especially important when you desire to photograph your window. It is better, however, to take photographs of your display at night if the artificial light is correct. When you are competing in a window-display contest, you must use every precaution to avoid reflection.

The most effective way of cutting off all reflections in taking a photograph of a show window at night is to have someone hold a large screen of black cloth behind the camera. The cloth can be fastened to two long poles and these can then be held up behind the camera in such a way as to effectually cut out all reflections of objects across the street or back of the camera. If this is not done, there may be reflections.

MAKE USE OF PRICE CARDS

Price cards are important even on staple goods. People must know the price before purchasing. In fact, when a person sees an article that appeals to them, the first question that suggests itself is, "What is it worth?" If a price card is there to inform him the

customer may be induced to buy if it is within his means. Not knowing whether or not he can afford it, he may pass on, even though it does appeal to him.

The price card on a display should be where it can be seen—and seen easily. It should be on a level with the eye, and the color such as to make it stand out.

MAKE STUDY OF COLORS

A study of colors is most important in the arranging of goods in the window. There are a good many displays that fall down badly just because attention has not been given to color in arrangement. The contrast should be such as to make the various lines stand out. It is especially important that the background be such as to show up the goods on display to advantage.

Bright colors always catch the eye. We seem to have some of the Indian desire for bright hues. Experiment has shown that many more people stop to view a display with some color in it than one of a sombre, dull character.

THE BEST SALESMAN

The window ought to be the best salesman any store has. We move to amend by saying that the salesman ought to be the best salesman any store has, although we are forced to admit that in very many cases the window, or the paint on the store front, or the show



An interesting display of Christmas goods containing hints for the dealer. Note the clever arrangement of Santa Claus and deer.

case, or the cat in the cellar is almost if not quite as good.

Good windows are valuable—without question. So are attractive window cards, and well displayed goods inside the store.

Canadian Hardware Journal wants photos of window displays. If you are putting in a Christmas window take a photo of it and send print to the editor with description. We will return the photo to you undamaged, and will insert cut in paper.

Practical Suggestions For Promoting Xmas Goods Sales

Ideas that the retail dealer can use to advantage in his bid for Christmas business.

SOME motion feature is a good thing to have in your store at Xmas time to attract attention. It is so desirable that many dealers pay considerable money to get some mechanical figure to place in the window or interior each year. Here is a plan for a revolving show card rack entirely operated by the heat waves from the furnace. It was used by a dealer in Nova Scotia last year.

An old bicycle wheel is made use of in the contrivance. It is suspended some distance down from the ceiling, and has vanes made of cardboard interwoven with the spokes. The heat waves catch these and cause the wheel to rotate. The wheel is on roller bearings, so that it rotates easily.

Triangular sheets of cardboard, advertising various lines of goods, are nailed around the entire rim of the wheel. Being in continual motion they attract attention, and accordingly receive more notice than if they were stationary.

Not only does the moving wheel serve to catch the customer's eye, but if it is going slowly the proprietor knows that the furnace needs attention, when, otherwise, in the rush of work he might not notice that the store was getting cold.

This idea can be extended if desired. By means of belts a number of these could be operated from the main wheel, or additional registers could be used for rotating signs in different parts of the store, or in the windows. No doubt this original idea will be found of interest and value by other dealers.

A CENTRAL FEATURE TO ATTRACT CHILDREN

We reproduce here a central feature for either a window or interior display that will appeal particularly to the children. It is taken from the Butler Way, and shows a double circular platform,



Central feature that will catch the eye of both children and adults. Read of its construction in accompanying article.

with a snow man standing on the top. Make the snow man by stuffing out a large grain sack with waste paper and drawing it in with a cord for the waist. Make the head out of a smaller sack.

Cover the head and body with a layer of cotton

batting put on smooth. Make up rolls of the batting for the arms and attach to the body. The hands, feet, nose and ears are made out of separate rolls of cotton. For the mouth paint a black strip or use a piece of black cloth. For the eyes use two black buttons.

AN XMAS WINDOW SHOWING FIREPLACE

The old custom of hanging the Xmas stocking in front of the fireplace furnishes a good idea for a central feature that will catch the eye of the younger generation and remind grown-ups that Christmas is fast approaching. The fireplace may be constructed out of old packing cases and covered with brick paper or can be built with suitable package goods. If you want to represent a fire, put an electric light under red tissue paper and cover it with charred sticks of wood. Two Xmas stockings, one at either side of the fireplace, are filled with Xmas goods and a Xmas tree may be used at one side and Xmas goods placed on it. The tree can be illuminated by small electric lights of various colors. Suitable goods may be placed in the foreground.

SKATING DOLL IN WINDOW

A good mechanical feature, representing a skating doll, will make a good window feature. The scheme is very easily arranged and yet can be worked so effectively as to make the illusion almost perfect. Fasten an old bicycle wheel to the ceiling of the window and connect it up with a heavy cord belt running over pulleys to an electric motor.

Directly below this, on the floor of the window, place a large mirror flat and bank up around this high piles of cotton sprinkled with diamond dust. Also sprinkle diamond dust on the mirror to represent ice.

Then suspend the doll on a thin wire or piece of black thread from a spoke of the wheel. Cut skates for the doll out of pieces of tin. These should just clear the mirror. When the wheel revolves slowly the doll will skate around in different evolutions and give the appearance of actually skating.

Dress the doll in furs or some other Christmas costume. This skating effect can be made a part of almost any Christmas window trim.

Now is the time to collect in your outstanding accounts and get your bank account in shape for the winter months.

• • •

If you are sending out calendars this year, for goodness sake see that they arrive in customers' homes in proper condition. Last year we received a beautiful and expensive calendar—at least it had been when mailed—but it reached us in very bad condition and had to go into the waste paper basket. When you pay good money for calendars, don't spoil their advertising value by having them reach customers in a torn or mutilated state.

Make This Christmas an Electrical One

Advertising is an important factor in the success of the Christmas trade, the windows are the eyes of the store and up-to-date sales methods clinch the sales

TO retail hardware dealers who make an effort to secure it there should be a good business in Christmas holiday goods during the coming season. There are two reasons for believing this. The one is the increased number of users of electrical current and the growing popularity of practical electrical gifts of household conveniences and other useful articles. The other reason is the better condition of business which now exists as compared with a year ago.

The idea of this article is to suggest to progressive dealers how such business may be obtained, for it is the dealer who makes a drive for more business who will land it.

Put Stock and Store in Shape

When people are abroad looking for goods which are suitable for Christmas presents they naturally are not likely to give anything but passing attention to the store which has made no special effort to attract them.

Psychology plays a greater part during the Christmas season in influencing buyers than at any other time of the year, for there is no season when so many people are visiting retail stores with the same object in view.

The dealer who does not take this fact into consideration and put his stock and his store in shape to meet the existing conditions will be in much the same position as the man who goes fishing unprovided with the right kind of bait.

To put the store in shape requires special attention to arrangement of goods in the store, to window dressing, and to cultivation of the field through the local paper and otherwise.

Christmas Atmosphere in the Store

The store must possess a Christmas atmosphere to secure Christmas gift trade. Few people will be attracted to it if it hasn't. When people are abroad in quest of goods suitable for Christmas gifts they have their eyes about them. They are looking for the store with the Christmas appearance, and they no more see the store with the everyday characteristics than the moth does the unlighted candle.

If the best results are to be obtained every part of the store should be given as distinctive a Christmas

THE better the plans the retail hardware dealer makes for the Christmas holiday trade the better, naturally, will be the ultimate results.

air and appearance as ingenuity can devise. And if there is any place in the store to which this distinctive appearance should be given it is the window.

Suggestions for Window Displays

One or more displays should be given of distinctively children's goods; others for ladies, others for gentlemen, and still others for invalids. These may be varied in various ways. First an electric iron window may be arranged with suitable cards, a display may be devoted to the vacuum cleaner, another to portable lamps, etc. The displays should be changed frequently and the greatest prominence given to the lines which will bring the most business. Price cards should accompany every display.

Give All Displays a Christmas Atmosphere

That all displays should be characterized by as marked a Christmas atmosphere as possible is taken for granted.

Someone dressed as Santa Claus might take his place in the window occasionally. Between times he might saunter about the store and, occasionally, even take a turn or two on the sidewalk. He would excite the interest of "grown-ups" as well as that of children.

Suggestions Regarding Advertising in the Local Papers

There is no better method of reaching the possible customers in your constituency than through the columns of the local paper. In this advertising, as in the window displays, the emphasis should be laid upon Christmas goods. Good advertising is an investment and liberal space should be used.

Illustrations, which manufacturers are only too willing to lend for the occasion, should be liberally used, although not to the point of crowding. Allow plenty of white space, for by so doing both illustration and advertisement stand out much more prominently than under opposite conditions. In a daily newspaper the advertisement should be changed every day and in a weekly every week. As rates are lower in a weekly than in a daily newspaper larger space should be used in the former in order that a wider variety of lines may be advertised.

If, in addition to newspaper advertising, neatly printed circulars, and either booklets or folded sheets, well illustrated, are distributed in the neighboring homes, business will be obtained that would otherwise go elsewhere.

Don't be Afraid of Innovations

Don't be afraid of innovations. Think out ways and means of devising and introducing them. Confer with your clerks and encourage them to put their thinking powers into operation. The more that are co-operating

WE WANT BUSINESS PICTURES

The Editor of Canadian Hardware Journal is anxious to get photos and cuts of new store fronts, window displays, interior views, department groupings, and anything else of a special nature likely to interest our readers and be helpful to the younger and newer men in the business. The cuts and photos will be carefully kept and returned immediately after using, to the owners. Address them to Canadian Hardware Journal, 32 Colborne Street, Toronto.

with one end in view the better, naturally, will be the ultimate results.

Put yourself in your customer's place. And while you are in his place study your stock and its arrangement and see if it attracts you. Then, still as a customer, take a turn about town and see if other dealers' stores are more inviting than your own. Even if you



This Christmas Give Something Electrical

Come in and see the great variety of devices on display

Window display card to be used in Xmas window arrangement.

return persuaded that the contrary is the case, you will in the meantime have gathered some hints and picked up some ideas that can be turned to good account.

One thing is certain: The holiday trade is there for the dealer who goes after it. And the sooner the dealer begins to make his plans for getting after it the better.

Various schemes may be adopted to induce a visitor to the store to buy. One of these is to have a suggestion card hanging prominently in the store.

How to Sell Portable Lamps and Heaters

In selling portable lamps have a big easy chair and a table on which the lamp may be located. Hand the customer a paper to read to see how comfortable it is. Add a footstool for the use of ladies and a large mirror, so she may see the homelike appearance of the portable table light in combination with chair and table, and to assist in making a choice from the various designs submitted for her approval.

The same arrangement may be used to demonstrate electric heaters. The mirror gives an idea of how cosy a combination the heater and the light, etc., make. If the heater is raised up the heat rays strike the face more quickly and give the customer an idea of the heat-giving power with the use of a smaller amount of current.

The table provided for demonstrating portable lamps may be used to demonstrate any other household conveniences, such as an electric coffee percolator, the customer remaining seated while the salesman makes known its many advantages, or those of any other electrical appliance.

The sale of such conveniences means more contracting business, for dealers should recommend separate baseboard outlets, pointing out the low cost of same when compared with unscrewing lamps each time it is desired to use an iron, grill, hot plate, samovar, or toaster, etc.

Xmas Tree Light Demonstration

One of the best ways to sell Xmas decorative lights is to make use of a Xmas tree with lights installed. The window will be made very attractive by the use of this tree as a window display. It may also be used in the store to advantage, changing its position from time to time.

Many methods for the sale of vacuum cleaners, electric washers, etc., which have proved successful at other times of the year, may be resurrected and again utilized. A liberal application of evergreen, holly and red ribbon, with suitable placards, will help greatly in making sales and making it an electrical Christmas.

ELECTRICAL HOUSEHOLD APPLIANCES

The electrical trade during recent years has developed so largely through the general use of electricity, especially in the electrical household appliance line, that new avenues had to be found for the sale of these goods, and the hardware dealer was the most natural outlet, hence the reason why during the past year so many hardware dealers in this country were added to the list of dealers in electrical supplies.

The chief reason advanced by a hardware dealer for not taking advantage of the opportunity for this increase of business is that the electrical line is so technical in its nature that it requires the attention of skilled help. This is true if you branch into the construction line, and in this event we would strongly advocate departmentizing this branch of the business, with a competent man in charge, but we find that the hardware dealers who handle electrical supplies treat them in the same way they do their regular line.

The accompanying illustration, reproduced from Electrical Merchandising, shows a mechanical mother for sweeping with a vacuum cleaner. Two figures were made at a cost of \$37.

The mechanism to make it work included a fractional-horsepower motor belted to a 3-in. pulley keyed



Automatic demonstration of vacuum cleaner.

in turn to a worm-gear shaft, which operated the arm of the patient mother. As the cleaner moved back along a guide wire it struck a button, which, connected to a cornmeal trap, opened the trap, each time spilling some dust, and at the same operation lowering a second figure's (a boy's) hand as if he had pulled the white string of the cornmeal trap.

Make Your Advertising Seasonable and Timely

Lines saleable at Christmastide should be given prominence in display.

By THE SCRIBE

THE dealer who desires to reap the maximum results from his advertising should make a point of always having it seasonable. There is a good deal of retail advertising to-day that does not range as high as it might in point of timeliness and seasonableness. In saying this I don't refer so much to the dealer who was advertising spring goods a couple of weeks ago nor to the fellow who up till a month ago was advertising "Get your snow shovels now." Such a dealer is not advertising—except that he is advertising himself as a listless dealer.

Feature Goods in Greatest Demand

I refer rather to the fact that there is a good deal of advertising which, while giving publicity to goods that are saleable at the time, might be devoted to lines which, because of the season, should be in greater demand. For instance, we would not consider it good business for the dealer to advertise staple lines at Christmas time, when he could get better results from the advertising of Xmas goods, yet, at other seasons, a good many dealers neglect to give prominence in their adver-

tising to articles that are seasonable. It must be agreed the time to make an appeal for trade in any line is when that article for special reasons is most apt to be wanted by the customer. That is the big reason for having advertising seasonable and timely.

MAKE XMAS ADS. REAP RICH REWARDS

Let this be a call to every reader to determine to make his advertising of Christmas goods reap as richly as possible for him. Contracting for space is only a start. Thought should be given to the form and subject matter. It should be remembered that the value of an ad. is reckoned by the amount of goods it will sell. Direct sales returns are only possible by injecting live selling talks into your ads., arranging them so that they will please the eye, drive home the message and ultimately compel action. Headings should be such as will attract attention and introductions should be brief but strong and convincing. Appropriate cuts add materially to the appearance and attention attracting power of an ad.

CORNER SOUTH RAILWAY & ROSS ST.

Pearl Bros. Hardware Co., Ltd.

PHONE 121

Greet Your Friends With Useful Presents This Christmas Season

The easiest way to enjoy real happiness at Christmas time is to feel that you have made someone else happy, and the easiest way to make a friend real happy is to give a useful, sensible Christmas Gift. We have always carried a fine line of Christmas Goods, but never before were we so well prepared for a big Christmas trade than we are right now. This store is in gala dress Christmas tinsel from end to end. The select customers and display tables are filled to overflowing with suitable presents for everybody. The service is excellent and we invite you to visit our store and examine our well assorted stock. We insist that you shop early, as we can serve you of better service and larger assortment.

CUT GLASS IS ALWAYS ACCEPTABLE

It is a pleasure to give a gift of cut glass. It is as valuable as anything you can give.

CUT GLASS BEER BOTTLES	\$1.00 to \$2.00
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SILVERWARE FOR CHRISTMAS GIFTS

A gift of fine, brightly plated silverware will be appreciated and durable.

SILVERWARE	\$1.00 to \$2.00
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BRASS GOODS

BRASS GOODS	\$1.00 to \$2.00
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Useful Presents for Mother

Scissors, Choppers, Bread Makers, Washing Machines, Wringers

HOCKEY SKATES

Best quality skates for hockey and skating.

TOOL SETS FOR BOYS

Complete sets of tools for boys, including saws, hammers, and wrenches.

Carving Sets For Christmas Gifts

With a carving set you can give a gift that is both useful and decorative. The gifts are made of the finest materials and are guaranteed to last.

4.00 3 piece Carving Set	62.00 1.00 2 piece Carving Set	97.75
10.00 3 piece Carving Set	94.45 1.13 3.50 3 piece Carving Set	91.00
17.50 3 piece Carving Set	92.50 1.00 3.50 3 piece Carving Set	89.00
20.00 3 piece Carving Set	97.00 1.00 3.50 3 piece Carving Set	91.00

HARRY GODFREY The Sporting Goods Man
122 Hastings Street West

Anticipating Christmas

With a carving set you can give a gift that is both useful and decorative. The gifts are made of the finest materials and are guaranteed to last.

CRAGG BROS. CO. LIMITED
THE GREATEST SOURCE OF SUPPLIES
Corner Berrington and George Streets.

THIS CHRISTMAS Make it ELECTRICAL And Have it PRACTICAL

With a carving set you can give a gift that is both useful and decorative. The gifts are made of the finest materials and are guaranteed to last.

ASHDOWN'S

OUR FIRST Christmas Announcement

is made now because we feel that many of our customers prefer making early selections. All who are really wise and prudent will do the selecting of Gifts NOW, and have them reserved until wanted later. We would appreciate showing you our assortment.

Brass Goods

A very fine showing of Gift articles suitable for any friend.

Electric Irons

As sensible and pleasing a Xmas Gift as one can select. Our five year guarantee iron is a beauty—

\$4.00

Carving Sets

In a variety of styles and values to suit every customer. Finest quality.

\$1.50 to \$5.00

Pocket Knives

For Boys, Girls, Ladies or Gentlemen. Large assortment—

5c to \$1.00

Safety Razors

The Gift that cannot be put behind. Latest razor, best of quality, most friend.

\$1.00 to \$5.00

Skates and Skating Supplies

For all who enjoy this splendid outdoor pastime. Skates per pair

50c to \$6.00

Silver Plated Ware

In new and very dainty designs, quality guaranteed.

Scissors

A gift of a good pair of these will be chosen for mother or sister—

15c to \$1.00

Fine Razor Stropps

Of extra selected leather beautifully finished. Each is a Xmas gift—

75c to \$1.50

Scissor Sets

Put up in 3 or 4 pair in dainty cases. A very choice article.

Food Choppers

Useful in every home.

Dustless Mops

Something to please the housewife—

50c to \$1.50

Giver Mother a Carpet Sweeper

and you will surely please her. We sell "Dustless" the best.

\$2.50 to \$4.25

Practical Gifts in the Kitchen!

No store has a larger proportion of household articles than ours. It would be hard to enumerate all of the many kitchen utensils and household goods which would make valuable Christmas Gifts, but you will find many new and novel articles which would be sure to please the lady of the house.

Every Advantage to be Gained by Making Your Selection Now.

St. Marys Hardware, Limited

Christmas Goods

Ready for shipping. The gifts are made of the finest materials and are guaranteed to last.

SUMNER CO.

When Making Your Christmas Cake

With a carving set you can give a gift that is both useful and decorative. The gifts are made of the finest materials and are guaranteed to last.

W. C. STEINMAN
Hardware, Montreal
101 Grande Rue

ASHDOWN'S

With a carving set you can give a gift that is both useful and decorative. The gifts are made of the finest materials and are guaranteed to last.

Pocket Flash Lights

With a carving set you can give a gift that is both useful and decorative. The gifts are made of the finest materials and are guaranteed to last.

Halliday's

How a number of Canadian hardware dealers gave publicity to their Christmas goods.

What to Expect from Advertising

THERE is one lesson in advertising that a great many dealers have not yet learned, and they will never belong to the class of successful merchants until they have learned it, and learned it well. That lesson is patience. These dealers belong to a nervous class, to a high-tension class, and are mostly the product of the intensely high-g geared city life, where everything must move quickly or be lost in the shuffle. But this high-g geared life is a ruinous one, and every one in it must pay the price, either in producing inferior work or in wearing out his life thirty or forty years before its allotted time, or both.

These dealers make, or possibly have made, one very commendable effort at publicity, and because the immediate results of such effort have not become visible in a fairly rapid removal of goods and depletion of stock, they considered all advertising a failure. And while no direct blame for such foolish conclusion may

When Santa Comes We hope he brings something from our stock of Xmas Gifts

What more could we hope? What better luck could we wish you than that you get gifts, for yourself, from our fine stock? This year marks our best effort—a better and larger stock of gift goods than we ever had before. These things are so desirable that you will appreciate giving them just as you would appreciate receiving them—if they're good enough for you to want they're certainly the gifts you can give to others.

Sample introduction to an Xmas ad.

attach to the dealer, owing to his high-g geared, right-away-quick method of living, he and he only can change such a state of affairs by a more moderate and more intelligent method of procedure.

Needless to say, no business, and especially no retail business, has ever been established hastily. Because many have attempted it and are attempting it at the present time is one reason for the existence of so many cut-rate stores, so much hand-to-mouth existence, and so many other evils in the business. It is only another case of unpreparedness.

Let such dealers consider well what happens when they are opening a store, say in a neighborhood where it would under proper and aggressive advertising methods, produce about an average of \$50 in daily sales. Such is an apt illustration; for the growth of business in that store may be compared to the growth of the value of advertising. Now then, do the sales the first day amount to \$50? The answer is, "No." Do they average that high during the first month? And again the answer is, "No." Do they run as high as \$50 even at the end of the first year? And once more there is a negative reply.

The Slow But Steady Pull

But after the first year, when folks are just beginning to get a measure of confidence in the dealer who has

been attentive to business, the \$50 mark is gradually approached, yet it may be the end of the second year before it is finally reached. This is fact, and a stubborn fact at that, and every man who has opened a store knows it. Why does not this stubborn fact teach the dealer something, besides the fact that he has finally worked up to a \$50 day? He knows that his stock and fixtures, to all practical purposes are exactly the same at the end of the second year as the beginning of the first. What, he may ask, has brought about the \$50 daily sales?

And the answer is: Because he has been patient, patient in work, and a good patient himself; for he was "sick" when he began, and cured himself. The people of his neighborhood have gradually got acquainted with him, his methods, his character, his qualifications, and his goods, and they are able to judge. All his customers were customers elsewhere before he settled in their midst, and through service they have been weaned away from their former purchasing places.

This dealer knows that the process is a slow one, yet he was willing to take a long chance to establish himself; he was willing to gamble his entire fortune on the opportunity, in spite of the difficulties he knew, or should have known, were sure to confront and handicap him.

Now, Mr. dealer, why do you not give your advertising the same "chance," when it might increase your average daily sales to \$60 or \$75 in another two years? There is exactly as much horse-sense in making one effort at advertising and then quitting, as there is in opening a new store for one week, and then because you do not get all the business there is to be had in seven days, closing it up and move away.

USE OF ADVERTISING

He who would get anything like the maximum of results must advertise. If his business is a small one and he cannot employ the extensive advertising methods of his competitors, let him do the best he can under the circumstances.

The effectiveness of an advertisement is not altogether governed by the extent of the space used. On the contrary, some of the most effective of advertisements occupy but moderate space. It is the skill with which an advertisement is written and put into type that determines its effectiveness as a selling force.

A good advertisement, no matter what its size may be, will bring business. But, at any rate, space in country newspapers can be obtained at such a low price that there are few dealers indeed who cannot afford to use even large advertisements on special occasions and moderate ones regularly.

But, after all, it is the persistent and regular advertisement that counts for much in the long run, whether the space used is small or large.

HAVE GOOD INTRODUCTIONS

The heading and introduction are important factors in every ad. The heading should not be too long and should be such as to attract attention. Introductions should not be too long-winded. The average person will not read a long introduction. The ad. writer should introduce his subject in short form and then get down to brass tacks.

Canadian Hardware Journal

TORONTO

NOVEMBER 1916

CANADA

Plenty of Money

One month after another during the better part of a year the deposits of the Canadian people in the banks of the country have been regularly breaking records. The record established by last month's returns was a most striking one, the total amount on deposit in banks at home and abroad being the enormous sum of \$1,372,600,000. This was an increase of \$227,000,000 over the corresponding month of last year.

The amount on deposit in the chartered banks of Canada alone was \$1,195,700,000, an increase of nearly \$163,000,000 for the year.

The excellent showing of the bank deposits is satisfactory from a two-fold standpoint. In the first place it reflects the prosperity of the Canadian people, and in the second place it shows that the banks of the country are in an exceptionally strong position to finance the crops when they are ready for the market.

To the retailers of the country this is a by no means unimportant matter, for it naturally follows that there will be no difficulty in the farmers obtaining cash for their products. That will not only enable them to liquidate their liabilities, but to readily purchase such supplies as they may need.

The plentiful supply of funds which are in the hands of the banks will contribute much to the prosperity of the Dominion this Fall.

Business is not made by staying awake nights, but by keeping awake daytimes.

Figuring of Profits Once Again

There are still not a few dealers who go badly astray in the figuring of profits, and this is something on which no dealer can afford to make any mistakes. The other day a merchant was encountered who was selling for \$3.75 an article that cost him \$3. I took him to task for selling at that price, and he contended that he was making a net profit of 5 per cent. on it. Backing up his argument, he said that it cost him 20 per cent. to do business, and that he was selling at an advance of 25 per cent.

This is the old mistake of failing to distinguish between advance on selling price and advance on cost. This dealer was selling at an advance of 25 per cent.—but on cost, while he figured his cost of doing business on selling price. To figure it out, he was making 75 cents on the article, but it costs him 20 per cent to cover selling expenses, and this is always figured on the selling price, making 20 per cent. of \$3.75, which is 75c., or exactly the amount of gross profit on the article. Instead of making a net profit of 5 per cent., as he thought, this dealer was really just breaking even.

This is certainly a bad mistake, which, if continued, would soon lead to failure, yet there are quite a few dealers who, like this dealer, think they are figuring profits correctly, and yet are being very badly fooled by not recognizing that percentage advance on cost and

on selling price are vastly different—that 25 per cent. advance on cost is only 20 per cent. on selling price, 33 1-3 per cent. on cost is only 25 per cent. on selling price, and so on.

It behooves every dealer to stop and consider, to make absolutely certain that he is figuring his profits correctly.

The dignity of labor consists in putting "dig" into it.

Turnover Won't Work Wonders

When you protest to a good many dealers that they are selling an article at too low a figure, they generally try to come back at you with the argument that their turnover on that line is so large that they can afford to sell at a low figure. At the same time the profit on that article may be less than their cost of doing business, but they seem to think that if the goods are sold fast enough that the loss will in some magical way be turned into a profit.

Rapidity of turnover is no magic wand and if an article with the cost of doing business added costs you \$1.25 and it is sold for \$1.20, it simply means that the greater your turnover, the greater will be your loss.

Do not get the erroneous opinion of the old woman who sold apples but always maintained that she sold them for just what she bought them for. When asked how she made any money then she replied, "But look at the number I sell."

A little discourtesy is capable of destroying the effect that a hundred advertisements have created.

The "Get Together" Movement

The "get together" movement of manufacturers, wholesalers, credit men, retailers and consumers is gradually expanding. A couple of years ago representatives of the Canadian Manufacturers' Association journeyed to Winnipeg for the purpose of conferring with representative farmers on matters concerning the welfare of each.

Since then the Credit Men's Association has succeeded in bringing into existence a permanent committee composed of business men, bankers and farmers, whose particular duty is to consider matters of general interest, and especially to pass upon any proposed legislation that may affect either of the classes represented.

Now the Retail Merchants' Association of Canada has also embarked in the movement. At the recent meeting of the Dominion Board of that organization in Winnipeg one of the features was a "get together" meeting of retailers, credit men, wholesalers and manufacturers. We are informed that it was a huge success.

That the "get together" movement is an auspicious one there can be no doubt. Much of the friction which

... is the result of misunderstandings that might have been avoided had their cause been fully understood. By these "get together" conferences these misunderstandings will naturally become a decreasing quantity.

Inspire your staff with the right spirit of service, encourage every sign of this true spirit.

"One" Method of Collecting Accounts The dealer is frequently sorely tempted to resort to high-handed methods of extracting money due him from delinquent debtors. Without placing our stamp of approval upon the scheme, we give the following plan that one man says he would adopt if he were badly troubled in this regard. He says:

"I would pick up an old sway-backed, flea-bitten sorrel horse, very lame in one front foot, the most disreputable harness that could be found, for traces and reins perhaps a ragged rope, hook him to an old spring waggon with about a 12-foot reach, a canvas top, on the order of a prairie schooner, in large letters printed on the sides, "WE COLLECT FROM SLOW PAY CUSTOMERS," hang a bunch of cowbells across the horse's withers, secure a flock of yellow dogs, train them to follow, and hire a brawny Irishman to drive the outfit. Write the slow-pay customer asking him if he preferred to call and pay the account or have the waggon call, and send him a picture of the waggon. If I did not get the money I would have the waggon call as frequently as possible until he came across."

The way to get lower insurance rates is to have fewer fires.

Friendship in Business

There is no denying that friendship plays an important part in business. The dealer himself, if he stops to fully consider the matter will have to admit that a good many of his orders are given to certain wholesale houses just because of the friendship that exists between himself and the travellers for those particular houses. Other houses may have just as good goods at similar prices, but it is the traveller with whom you are well acquainted who generally gets your business.

The same thing is true in connection with the dealings of the general public with retail merchants, only probably to a greater extent. People like to deal with a man they know and who is interested in them. It is this very thing that allows merchants in small centres to stand up so well against aggressive mail order competition.

A good many of the choice things of life go by favor. The dealer who is friendly with his customers and who does them a good turn whenever he can, creates a host of willing debtors. He will find that friendship plays quite an important part in business.

Get the confidence of the public and you will have no difficulty in getting their patronage.

Registration of Partnerships

All the provinces have a law providing for the registration of all persons who enter into partnership or do business under a trade name, but the enforcement of this law is sadly neglected in practically all the provinces. The fact of the matter is that the governments have made no provisions for following up omissions to register.

Wholesalers and manufacturers are affected the most, of course, by neglect in this regard, and the Canadian Credit Men's Trust Association has considered many suggestions as to the best method of compelling registration. At the last National Council meeting of that association a resolution was submitted, which was unanimously passed, suggesting that all declarations of partnerships or trading under a trade name be filed with the provincial secretary; that all firms thus registered shall use the letters "Regd." after their name; that the Provincial Governments shall take into their hands the duty of compelling registration, and provide suitable penalties for non-observance; that in order to cover the expense of this a fee of \$5.00 be charged for every registration, the amendment to the Act to apply to all existing, as well as future partnerships.

It is a matter that vitally affects retail merchants, and before proceeding to interview the various legislatures, the credit men are submitting the proposal to the retail associations. At the proposed fee, we do not see why there should be any objections to the proposal, as it is undoubtedly in the interests of all lines of trade that when persons enter into partnership and do business under a trade name that the fact be not hidden from those who should know.

So display and advertise your wares that customers will buy with understanding.

Use of Cheques As Receipts

A wholesaler has drawn our attention to the fact that some retailers still persist in the old-time practice of expecting a receipt for payments made by cheque, whereas a cheque when properly endorsed, constitutes a receipt in itself.

A dealer receives a statement at the end of the month from a wholesale house for purchases made during the previous thirty days. He sends a cheque, noting on it that it covers total or partial payment for that month. At the end of the month when his bank book is balanced he gets back this paid cheque with the endorsement of the wholesale house on the back. What more is necessary as a receipt?

Retailers should rid themselves of the habit of expecting receipts when payment is made by cheque.

That business which is so "different" that it cannot be helped by advertising—usually remains about the same.

Training the Clerks

Teach your clerks how to carry on their work properly. It is not only your duty to do so but you will find it profitable, for an efficient sales force will increase your volume of business and decrease your expense percentage.

How frequently it is the case that the dealer will give the new clerk a few pointers on the first morning and leave him to his own resources. Naturally he does not develop in the way he should, but it is not the clerk's fault so much as the proprietor's. No clerk can acquire a proper knowledge of a business without some instructions and suggestions. Of course, in time, he will pick up a certain knowledge of what to do and how to do it, but he will be longer than he should and his idea of the proper ways of doing things will often develop along wrong lines.

Training of your sales force is not only a duty but a profitable undertaking.

As Viewed from the Business Office

THERE is as much reason for a retail dealer to study cost accounting, credits, insurance, etc., as for the large manufacturer.

SHORTER CREDITS IN THE WEST

The present is an opportune time for arriving at some definite understanding among the wholesale and retail trade for the general shortening of credit terms, says Mr. Detchon, general manager of the Canadian Credit Men's Association. The abnormal conditions created by the war, causing a great shortage in material and labor, have resulted in forcing the manufacturers, wholesalers and retailers closer to a cash basis, and we know from our own experience that the present shortage in the various lines we are handling, means that the man whose account is in good shape and who takes his discount, is the one who gets his goods first, and after that, accounts are graded in order of merit. The retailer in turn is taking the same position with his customer.

WHAT IT COSTS TO DO BUSINESS

Much has been written about the items that enter into the costs of carrying on a retail business.

The following summary by W. P. Lewis, secretary of the Pennsylvania and Atlantic Seaboard Hardware Association, is worth clipping out and keeping for reference:

List of Items

- | | |
|--|--|
| 1. Taxes | 13. Repairs |
| 2. Insurance | 14. Depreciation |
| 3. Fuel, light, water, etc. | 15. Deductions |
| 4. Rent | 16. Donations and subscriptions.. |
| 5. Salaries | 17. Losses |
| 6. Clerk hire | 18. Miscellaneous expenses |
| 7. Advertising | 19. Interest on total investment.. |
| 8. Express, telephone and telegraph | Total expense |
| 9. Office supplies, postage, etc.... | Total sales |
| 10. Store supplies | Per cent.—cost of doing business. |
| 11. Livery, drayage, etc. | Rule—Divide total expense by |
| 12. Horses, wagons and auto delivery. | total sales and result will be per cent. of cost to do business. |

Explanations of Items Above

1. Taxes. Include all taxes and licenses.
2. Insurance. Fire and all protection except life insurance.
3. Fuel, light and water.
4. Rent. Include rent of all property used in the business or if owned by you, include an amount equal to cost if rented from others.
5. Salaries. Include all salaries paid to proprietor, partner, and officers, and all others employed in the business: the amount of these salaries as figured should not be less than the value of these services if employed elsewhere.
6. Clerk Hire. Include canvassers and extra labor.
7. Advertising. Include all money expended in advertising, or entertainment of customers in promoting trade.
8. Express, telephone and telegraph. Include all amounts expended for these items where not added to invoice price of goods or charged to customer.
9. Office supplies, postage, etc. Include all bills for stationery, ink, pens, pencils, postage stamps, etc.
10. Store supplies. Include all bills for wrapping paper, twine, boxes, crating, brooms, etc.

11. Livery, drayage, etc. Figure in all expenses of these items where hired of others.

12. Horses, wagons and auto delivery. If owned by you figure all expenses of their upkeep.

13. Repairs. This item should include all amounts paid to keep buildings in order if not figured in rent, also repairs on fixtures and equipment.

14. Depreciation. Include a proper deduction (some say 10 per cent.) from your last inventory of fixtures, tools, and other personal property subject to decline in value because of wear and tear. Also depreciate goods carried over which cannot be sold at full or regular prices.

15. Deductions. Include amounts allowed customers for damage or any cause whatever.

16. Donations and subscriptions. Include money or goods donated to charity or public enterprise. (Private charities not included.)

17. Losses. Include notes and accounts which are uncollectable, also amount paid attorneys for collections, and goods lost or stolen or sent out and not charged.

18. Miscellaneous expenses. Include all expenses not provided for above.

19. Interest on total investment. Figure interest on your total assets at the beginning of your business year (cash, notes, accounts, merchandise, etc.). If this is done it insures your getting profits at least equal to interest had your capital been loaned instead of invested.

THE DANGER OF BUYING TOO HEAVILY

Being more or less unbalanced in a business sense by rising prices and the difficulty in obtaining merchandise in certain lines of trade, a large number of the smaller retailers, and not a few of the bigger ones, have been trying of late "to buy their heads off." Were the country forever to stay in the prosperous condition it is at present, or even for the next several years, there probably would be time to work off the surplus stock that is now being accumulated on many of the retailers' shelves, but, unfortunately, even the most optimistic merchants in the wholesale field, and the manufacturers as well, harbor the belief that a day of reckoning will have to come, says the New York Times. When it does, a lot of retailers are going to be caught with goods on hand at prices higher than they can buy new goods for, and for many of them this will mean going "up the chimney."

A good merchant keeps a perpetual inventory of the stock on hand. Every dealer should set a mark on the amount of business he should do each month on a certain amount of stock and aim to get the business he is after. If he should happen to fall behind one month, he should make it up the next regardless of the gross profit. This can be done easily by selling a well-known seasonable article at cost or near it. The extra goods sold at regular prices will more than offset the loss on the one item at sale prices.

Formula for Figuring the Proper Selling Price

A simple formula that will greatly facilitate the figuring of the selling price of goods for dealers.

THE figuring of profits continues to be a big problem with retail merchants. One of the questions that frequently puzzles merchants is how to proportion percentage of profit on selling price to percentage on cost. A Winnipeg reader writes us as follows:

"When I want to make, say 20 per cent. profit on the selling price of goods, what percentage do I add to the cost price, and how do you find it?"

Long Method of Reasoning it Out

We will take 20 per cent on selling price and follow the method of reasoning by which it is reduced to percentage on cost. You want to make 20 per cent. on selling price or 20 cents on \$1.

Cost of article, must therefore, be 80c.

Therefore figuring on cost:

On 80c. you make 20 cents.

$$100 \times 20$$

On \$1.00 you make $\frac{20}{80} = 25c.$

This equals 25 per cent. Therefore 20 per cent. on selling price equals 25 per cent. on cost. If an article costs \$2.00 and you want to make 20 per cent. on the selling price (which you always figure expenses on) you must add 25 per cent. to the cost price, which is 50 cents. Therefore the article sells at \$2.50.

A much simpler method of securing the percentage to be added to the cost price is to use the following formula. Let "X" represent the percentage of profit it is desired to make on the selling price. Then:

x

$\frac{x}{100 - x}$ = percentage to be added to the cost price.

Working it out in actual figures, if a dealer wishes

to make 20 per cent. on selling price he adds $\frac{20}{100 - 20}$

20

or $\frac{20}{80}$ of 100, equalling 25 per cent. to the cost price.

Suppose a dealer buys goods at \$2. His cost of doing business is 17 per cent. and he wants to make 5 per cent. net profit, or a total of 22 per cent on selling

price. He must add $\frac{22}{100 - 22}$ or $\frac{22}{78}$ of 1.00, equal-

ling 28.2 per cent. to cost.

28.2 per cent. on \$2 equals 56 cents, so that the article will have to sell at \$2.56.

This formula will greatly facilitate the figuring of the selling price of goods for the merchant and he would do well to memorize it or paste it up in a conspicuous place in his office.

Dealers Should Know Exactly What Their Expenses Are

So that they will know what price to sell at to net a real profit—Should not be guessed at.

IN these days of advancing prices and increased cost of doing business it requires greater attention to details than ever before in order to make a business net a profit. With prices going up, the percentage of profit is difficult to maintain, while higher expenses further reduce the net profit. In order that it may not be reduced to the zero mark, it is essential that the dealer know exactly what it cost him to do business, so that he can mark prices at a figure that will give him a net profit.

Do Not Guess at Figures

It does not do to guess at your cost of doing business. It should be known absolutely, with every item of expense included. An experienced store accountant recommends that the cost of doing business be figured up each month, and the month's showing used as a basis for figuring during the succeeding month. He has prepared a table that gives item for item the expenses that are incurred each month in practically all retail stores. Here is the table:

Rent of building (if you own, state what it would rent for).

Clerks' salary per month.

Taxes (divide annual premium by 12).

Insurance (divide annual premium by 12).

Lighting and heating per month.

Breakage and repairs.

Advertising (newspapers and circulars, etc.)

Printing, stationery, books and supplies.

Delivery expense (including repairs).

Telephone per month.

Bad accounts, average per month.

Paper bags, wrapping paper and twine per month.

Salary for yourself (put down what you could earn outside).

Interest paid per month.

Interest on investment (say \$3,000 at 6 per cent., equals \$180 per annum, \$15 per month).

Miscellaneous items.

Total expense per month.

Average total sales per month.

Average selling expense, per cent.

A PUBLICITY STUNT

Mr. Phillips, the Toronto hardware dealer has gotten out a little match striker, one of those little helpers which is handy for the store, office or home. Being on a cardboard back it can be hung on the wall. Of course Mr. Phillips uses it for advertising purposes.

The Retailer's Big Task is Finding Costs

An exact knowledge of costs in his business is most important to the retail dealer — Ignorance of costs generally causes waste.

By MELVIN T. COPELAND

Acting Director, Bureau of Business Research, Harvard University.

I SINCERELY believe that the vast majority of hardware men are striving to be efficient, and I know that they welcome all constructive suggestions. Their problems are many and complex and aid in solving these problems can be rendered only after long, painstaking and sympathetic study.

Importance of Knowing Costs

The retailer's first task and one of his greatest tasks is to obtain an exact knowledge of his costs. Ignorance of costs in most instances causes waste. The figures which we have obtained indicate that as a rule retailers who have poor bookkeeping methods, or none at all, are operating least economically. The retailers with the lowest expense ratios, on the other hand, know at all times just what they are doing and where they stand. In the 253 retail hardware stores from which reliable figures were obtained for the preparation of our first bulletin, the common figure for total expense was 16.5 per cent of net sales. Although they were operating under similar circumstances, ninety-six of these stores showed a higher expense ratio. A small, but significant group of especially well managed stores, with good accounting systems, were operating at 13 per cent. Of course, many stores could not furnish reliable figures, and inasmuch as high expense generally accompanies poor bookkeeping methods, probably a larger proportion of the total number of stores in the country are operating at more than 16.5 per cent.

High Expense Frequently Due to Wasteful Methods.

The high expense in such instances is quite commonly due to wasteful methods at some one point and very frequently attention is given to minor economies while the opportunities for larger savings are neglected because they are not appreciated. One retailer, for instance, may pay especial attention to the saving of twine and wrapping paper, and still employ two men to do the work of one. The great waste in the retail hardware trade is not in twine and wrapping paper, but in human labor. The highest expense for wrappings and miscellaneous selling expense is 1.4 per cent. of the net sales and the common figure is 0.4 per cent. Salaries and wages of salesforce, on the other hand, in one store amounted to 10.6 p. c. of the net sales; it commonly is 6.5 per cent. and may ordinarily be reduced to 5 per cent. Even if he were to save all of his twine and wrapping paper, the economy would be small as compared to the saving which the average dealer might make in his salesforce expense through better arrangement of his store, and through a readjustment of his methods to secure larger sales per salesperson. We have found the average sales per salesperson varying from \$5,000 to \$20,000 per year, the common figure being about \$10,000. The dealer with a high salesforce expense ordinarily shows small sales per salesperson.

In some stores it is through the item for salesforce expense that the total expense is inflated. In other stores the total expense is high because of excessive delivery charges; in others because of rent; in others be-

cause of losses from bad debts. But the exact cause for high expense and frequently for ultimate loss cannot be readily detected unless a retailer is keeping his books properly with a detailed classification of his expenses. A sea captain might as well try to navigate his ship without compass or chart as a retailer to operate his store without proper accounting methods. A few retailers may succeed without a detailed knowledge of their costs, but sooner or later the vast majority are wrecked.

Good Accounting Helps

Upon the retailer himself the responsibility for his own bookkeeping primarily rests, and there is no valid reason why he should be excused from this responsibility. He may be an extraordinarily busy man, to be sure, with little experience in keeping books, but if he is to succeed in the retail hardware business under present conditions it is absolutely essential that he use at least a simple accounting system. He cannot afford to neglect his bookkeeping, nor can his creditors and the public at large afford to allow him to neglect it. The retailer, however, needs not only to know what his own expenses are, he also needs some guide with which he can compare his own figures in order to be sure just what charges are excessive. It should be the object of cost research to provide this guide and thereby aid in the elimination of waste, which is essentially a national economic loss.

Slow Stock-turn is Drawback

Another source of national waste is in the slow stock-turn in our retail hardware stores. The common figure for stock-turn is only seven times a year in hardware stores, and many dealers are turning their stock only two or three times a year, yet a monthly stock-turn—or twelve times a year—is apparently possible for all, and some dealers are already turning their stock more rapidly than once a month. The slow stock-turn which is of such common occurrence is wasteful because it involves the tying up of capital in excessively large stocks of merchandise without increasing the sales. It also involves depreciation and deterioration, which is a loss to the retailer and certainly of no benefit to the consumer.

HOW TO PREVENT FIRE

Keep waste paper, packing material and rubbish cleaned up.

Make frequent personal inspections from a fire standpoint.

See that your electric wiring is standard, and be careful in the use of electric devices.

Don't hang electric light cords on nails. The insulation soon wears off and exposes the live wire. A short circuit therefrom might start a fire.

Have all stove-pipes and chimneys inspected and properly repaired before starting fires for the winter.

Be careful about the use of matches. Provide safe receptacles for them both before and after use.

Getting Fall Trade in Sporting Goods

NEARLY every man, young or old, hears the appealing call of the wild. He reads in the newspapers of the sport that is being enjoyed by others. He has letters from his friends who have taken a fortnight off and have bagged a few big ones, and he longs for an opportunity to get away off from everybody and have some real sport of his own.

There is human nature in all this and the sporting goods dealer who fails to take advantage of this condition of mind is overlooking one of his best bets. It may be that a bit of newspaper advertising or a clever window trim showing the proper goods may prove the wedge that will open the way to a choice bit of business that has never been from some prospect who has never before darkened the door.

Perhaps some dealer will rise and declare there is no profit in selling guns and ammunition any way, and the writer will admit the point may be well taken, but—don't overlook the fact that with the hunting outfit of to-day many items are needed that are not purchased of the manufacturers of firearms and ammunition.

There once was a time when a man starting for a week or two in the wild was satisfied with what equipment he could borrow, but that day has passed and gone. Now he must have many items to be had only in stores where sporting goods are handled. If he is to rough it, he must at the very outset become a prospect for a camp stove and cook kit. He must have a thermos bottle, a flash light, a kodak, hunting knife, hunting clothing, cartridge belt, game bag, tent, folding cot, etc. He must have these things, not because he cannot get along without them, but because he will

not be satisfied without them, and he will get as much delight out of making the selections as he will during the whole time he is in the woods.

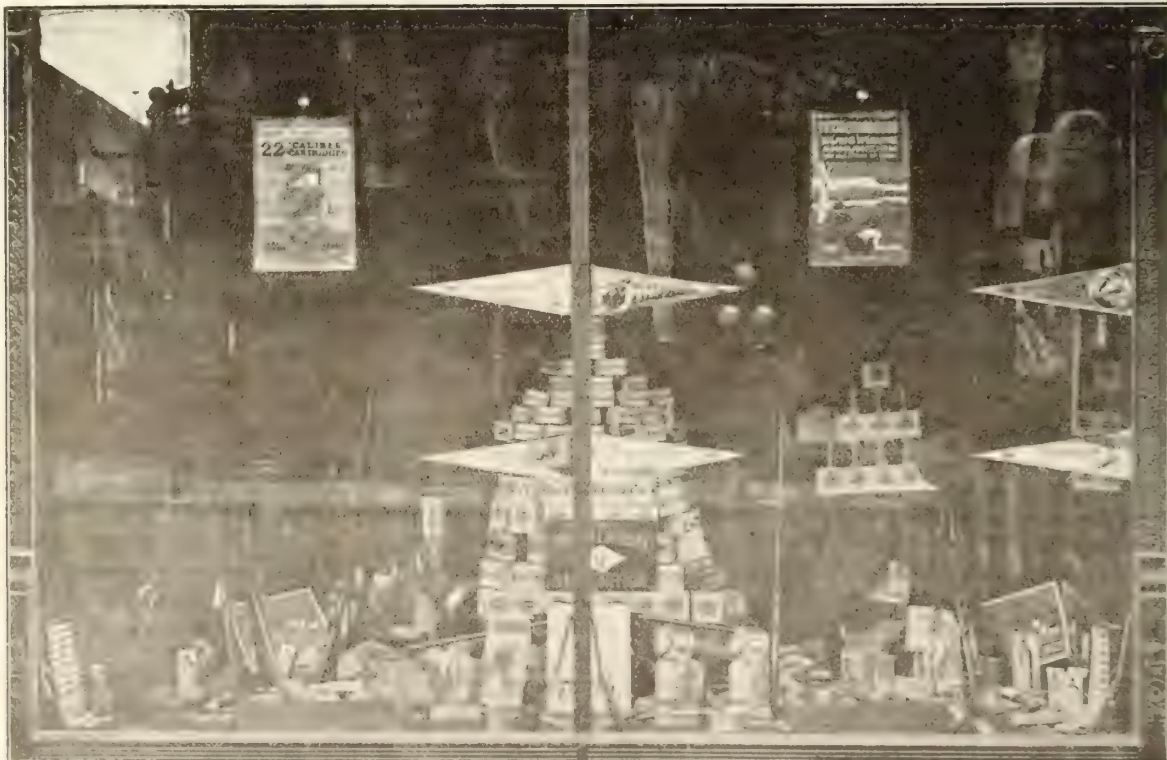
That's where the dealer will come in for his share of the money. Besides, if the dealer carries firearms and ammunition he must turn the stock in order to get his money out of it, to be on the right side of the ledger at the end of the fiscal year.

See that you get your share of the business that is to be had at your door. Many dealers in the smaller cities lose much business because they fail to let the sportsmen know they are in a position to supply their needs.

Advertising is the keynote. Let your trade know what you carry. Use the advertising columns of your local newspapers, and read the paper closely for leads. If you read your paper and take advantage of the story it tells you, you will be able to profit thereby.

In the suburbs of one of the large cities is a live sporting goods dealer. His principal stock is hardware, but he never lets a sporting goods sale get away from him if he can prevent it. Last summer half the population of his town went to the Northern lakes. This dealer kept tab on those who were preparing to leave by reading his local newspaper. When he learned that J. Wesley Upperdyke was preparing for a month on the lakes, he called him by telephone and informed him that he would do well to purchase his fishing outfit before starting. He told Upperdyke that he would have more time to choose his outfit, and also would be able to get it at a figure somewhat lower by buying before he got to the lake. This dealer was posted on the various kinds of tackle needed and was able to give his patron the advantage of this knowledge. He made many sales by this method.

The same plan can be used to garner in sales from hunters. Don't permit the business that is rightly yours to go to some larger city when you can prevent it by using the telephone or by use of a personal letter.



How a Montreal hardware dealer featured a window of fall shooting goods.

In the Automobile Accessories Department

Hardware dealers find this line profitable—Some experiences — Getting close to the farmer — Selecting a stock.

WE handle automobile accessories and supplies, and also sell automobiles and tires. We find motor accessories a very profitable and interesting department which really belongs to the hardware dealer. It has been our experience that a good legitimate article in the automobile line is the best one to handle. We have tried various makes of automobile tires and sundries and have found this to work out every time.

"The line is so extensive we would have to go into considerable detail to explain just what should be carried, as some localities demand more than others, but if it is given careful attention there is no end to the automobile sundry line, and we find that the majority of users are the very best customers we have, and we have obtained many new customers which we never would have seen had we not carried automobile sundries."

The above is taken from a letter written by a hardware dealer who has added auto accessories, and it voices in general the opinion of many dealers who are now handling this line.

A very successful firm whose accessories department has brought much business to the store is Walker & Son, North Yonge Street, Toronto. Their auto accessories are well displayed in one section of the store, and anything from a spark plug to a new cover or hood can be purchased. The stock, while not a heavy one, is well selected, and covers a wide range of the motorist's necessities. In addition to accessories a ready sale is found for oils, greases, paints, polishes, etc.

Autoists' supplies are frequently displayed in the show window. The auto filling station is situated immediately in front of the show window. Consequently when the goods are displayed in the window, all autoists stopping at the filling station are bound to see the display in the show window. The clerks when selling gasoline, often tell customers that a stock of accessories is carried in the store.

Tools, too, are carried; and many sales result from the judicious hints and suggestions given out by the clerks to purchasers of anything to be used by the auto owner or garage man. Besides selling auto accessories Walker & Son show their faith in their line by giving an up-to-date motor delivery service to all customers at their store.

CIRCULAR LETTERS BROUGHT BUSINESS

A United States hardware dealer to encourage trade in auto supplies among farmers of his vicinity tried out the sending of circular letters. The result has been satisfactory, as daily calls are made by farmers, acknowledging the receipt of the letters. Every few days, this dealer says, new people are seen in the store, not a few of them coming quite a long distance. He attributes these calls to the circular letters he sent out. Besides, he has increased his mail order business to farmers living on rural routes, some of the orders coming over the phone also.

This mail order business has been greatly helped by the hardware dealer advertising in his local paper, which circulates throughout the countryside. In giving his opinion this dealer thought that if every other

dealer worked for the interests of the farmers there would be an increase of sales at the end of the year, not only in accessories, but in every other line handled by the dealer.

HARDWARE DEALER vs. GARAGEMAN

A vast quantity and variety of accessories not furnished as part of the regular equipment of automobiles when sent out from the factories is manufactured and in demand. This quantity is continually on the increase as the business of automobiling increases, and will continue so. From the list of goods made the hardware store proprietor can easily stock up with stuff that is standard and by carrying catalogues upon request can get at any time accessories which he does not keep on hand regularly.

It is evident, of course, that the hardware store that carries automobile accessories in a touring district is going to be visited by more people than the store which has not taken in this legitimate department. But the dealer need not worry about the competition of the garage. There is plenty of business for all. The garage man is often handicapped because he is a mechanic and not a salesman. The merchant knows how to advertise, has business reputation, has had long experience in merchandising, has trained sales clerks, and unless he decides to take on a car himself, the store proprietor takes on practically little additional overhead expense when he adds an accessory line.

SELECTING ACCESSORIES STOCK

Hardware dealers selling motor car supplies and equipment or contemplating handling them should not allow themselves to be confused by the many devices on the market. The array of equipment and supplies given publicity these days comprises a broad scope of items from which hardware dealers may select a line. Every item given space in the advertising pages of newspapers and trade journals is selected upon its merits and adaptability to the motor car.

Hardware dealers should write the various concerns, whose goods have been illustrated and described, requesting from them complete details and quantity prices. A good policy to pursue in the selection of a readily salable line would be to write to a large wholesale distributing motor car supply house, requesting them to submit several different selections of stock, ranging in amounts at from \$200, \$300 to \$400. Such a plan would give the hardware dealer valuable aid from experts. In order to get a dealer started on a profitable basis, the supply houses will be careful to suggest a basic stock which it is reasonably certain the hardware dealer can dispose of within a reasonable time. The average wholesale house carries in stock only items for which there is a good demand. They have, through years of experience, eliminated such accessories as are impractical and unsalable. Their advice to dealers just adopting the motor car accessory line would be valuable, and there is no doubt but that they would furnish reliable information. In writing to wholesale houses, the dealer should give the conditions that prevail in his territory and the number of motorists in his town and the surrounding territory.

Patterns for Making Emerson Ventilators

Several styles of this make—Useful helps for sheet metal workers—Some problems simplified—How it is done.

EMERSON ventilators are made in several styles, of which the one in Fig. 12 is the most popular, writes A. F. Mueller in *Hardware Age*. Following that, the one in Fig. 14 is mostly used. Another style, not shown, has the hood I in Fig. 1 but not the deflector II, while the one in Fig. 13 is the least used.

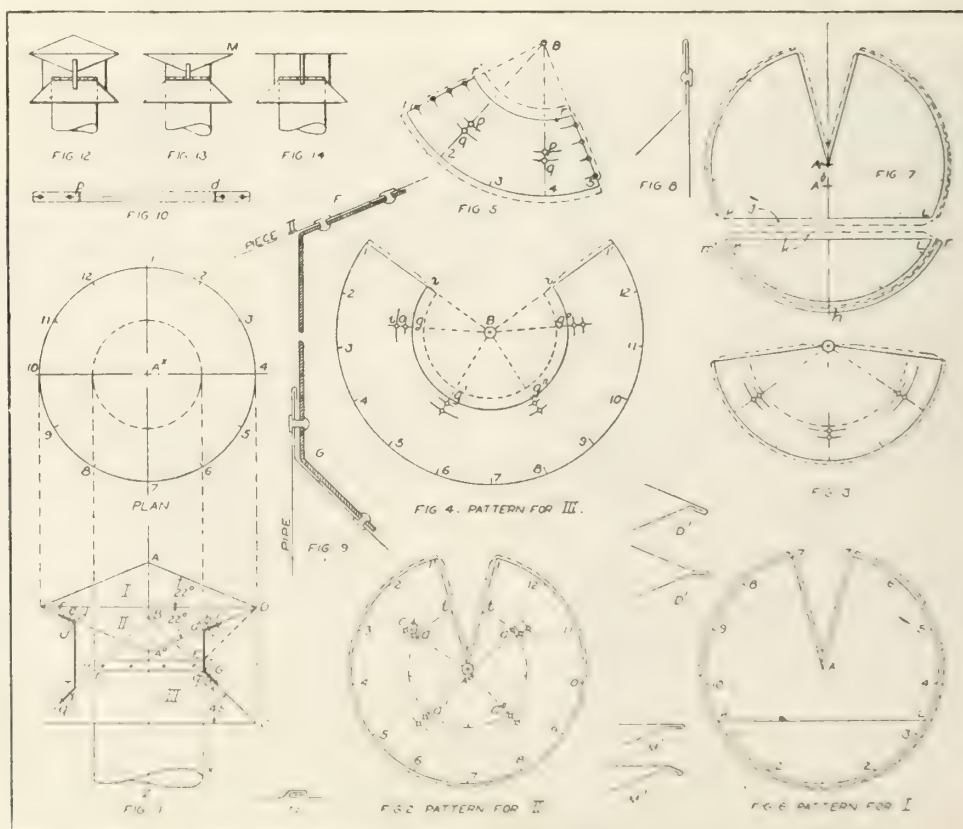
Draw a vertical line as A-Z in Fig. 1 and parallel with and a distance away equal to the semi-diameter of the pipe draw a line a-X to represent one outline of the pipe, although in Fig. 1 is shown the full elevation of the ventilator. Draw another parallel line, as D-C, as far away from A-Z as the diameter of the pipe. From some point on the outline, as E, draw a line at right angles to the center line to represent the top of the pipe and from E draw a line at an angle of 45 degrees, intersecting the line D-C at D, as shown by the heavy dotted line. From D draw lines at an angle of $22\frac{1}{2}$ degrees, as D-A and D-A°, to represent the half outlines of the hood and deflector, in which A and A° will be the apex of the cones. From E on the outline of the pipe set off $\frac{3}{4}$ to $1\frac{1}{4}$ inches, depending on the size of the ventilator, as E-g, and through g draw a line at an angle of 45 degrees intersecting the line D-C at C, and the center line at B, which will be the apex of the cone for the guard III. Locate the legs or supports as conditions and the size of the ventilator requires, as, for example, F-G and J-T. On the extended center line with some point, as Ax, lay off the plan as shown and space one-quarter of the larger circle into a number of

equal spaces. The entire circle here has been spaced, which in shop work is not necessary.

With any point at center, as A° in Fig. 2, and radius A°-D in Fig. 1, describe an arc, almost a complete circle, and place on this arc four times the spaces in the quarter circle in the plan or, as is shown, all the spaces in the plan as numbered, and from the points 1 draw lines to A°, to which allow material for a grooved seam as shown at N. As this is the lower part of the top, material is allowed as shown by the dotted circle to make the joint as at D' or D". In small ventilators there are usually only four legs and they are placed as at F-G in Fig. 1. With radius A°-a describe the dotted arc in Fig. 2 and space the same from t to t into 8 spaces, and from A° draw lines through every other point, as a, a' a'', a°. Transfer to these lines, radially from A°, the lengths A°-b and A°-c in Fig. 1, and the intersections of these lines will be centers of the rivet holes in the deflector and will complete the pattern for II.

Fig. 3 is the pattern for II when the deflector is made in two pieces, and is the same as half of Fig. 2, excepting that the rivet holes are located for legs as the leg J-T.

In the same manner as described above develop the pattern for I as shown in Fig. 6, and to this add a double allowance to make the joint, as at D' or D". Sometimes with the material at hand it is of advantage to piece the hood or the deflector, as the line K-L. This



Making various kinds of Emerson ventilators.

is shown done in Fig. 7, and to the smaller piece there is added material, as m-h-n, or the piece is not cut out on the arc and then must be re-marked after the pieces are grooved together, as at times there is a variation and it is annoying to have two different sizes of parts, one making a tight joint and the other a loose joint. A section of the grooved seam is shown at N, and care must be taken that the water will run over the seam and not against the seam.

Fig. 4 is the pattern for the guard and is developed in the same way as Fig. 2. The only difference is that the central part shown by the dotted arc is cut away and to the net line an allowance is made to make the riveting flange as in Fig. 8. The points are all lettered and numbered and there should be no trouble experienced in laying out this pattern.

Fig. 5 is the pattern for III in three pieces, and for the sake of variety the seams are riveted instead of being grooved. The rivet holes on 1-r' and 5-r are located from the apex B, and then if one hole is out of true it will not affect the rest of the holes. If they are located by spacing from r' and r and one hole is out, especially if the hole is at the beginning of the spacing, the rest of the holes following are all out of true with regards to the holes on the other edge of the pattern. In this pattern the holes for the legs are located for legs as J-T and six legs to the ventilator. There being 12 spaces in the plan, there would be 4 spaces in a third pattern and 2 legs to this pattern. As the pattern has already been spaced into twice as many spaces as there are to be legs, lines are drawn from every other space to B, and using B as a center, the lengths of the distances in Fig. 1 that the rivet holes p and q are from B, are transferred to these lines and their intersections in Fig. 5 will be the locations of the rivet holes, completing the pattern.

Fig. 10 is an enlarged pattern of the legs and the different measurements are taken from Fig. 1.

Fig. 8 is a section of the joint between the guard and the pipe at H, and shows the pipe pinned to the hood in addition to being riveted.

Fig. 9 is a section at G and F. F would also be a section when the leg is located as at J. If one rivet be placed in the joint between the guard and the pipe then only one rivet is put in the foot of the leg. If none is placed in the joint then two rivets are placed in the foot and this joining to the guard would be a section at T.

When the ventilator is as in Fig. 13 the joint at M is made as at M', and then the joint is turned as at M'' in the small turning machine so that it will have a drip.

No pattern is shown of the pipe as it is only a short cylinder of the required diameter.

In assembling the parts, the legs are riveted to the deflector and the hood is then joined to the deflector. The pipe is riveted to the guard and then the pinned edge can be turned in the turning machine and finished on the mandril with a mallet. The legs are now riveted to the guard and the ends of all the seams are soldered at which there might be an entrance for water, completing the ventilator.

I am quite convinced that with proper installation the warm-air heating plant is the only heating plant now in use that can be made to deliver warm air, pure and properly moistened air, at the same time.—E. R. Pritchard, Secretary, Department of Health, Chicago.

Wooden Septic Tanks*

The septic tank is regarded in general as the most satisfactory of the various means employed for disposing of farm-house sewage. The principle of the system is, briefly, to discharge the sewage into a water-tight tank—the septic tank—buried below frost-level, where it is acted on and purified by bacteria, and out of which it flows through a drain which allows it to soak away into the earth. The details of the system will be explained more fully in describing the tank shown herein.

A septic tank is intended primarily for use where water is piped in the house to all the sanitary fixtures, such as the bath, toilets, basins, and sinks; although it can be used to take the drainage from only a sink. In any case, whenever one is built, it should be made large enough for future as well as present needs. As far as a water-supply is concerned, it is nearly always practicable to pump it by engine or windmill to an elevated tank, from which it can be delivered to the house and to the barns. The expense is repaid many times over in the greater convenience, saving of labor, and increased protection against fire.

Tanks like the one shown in the cut are in actual use in The Prairie Provinces, and have been found to give excellent satisfaction. There are two water-tight chambers, separated by a wall. (Sometimes single-chamber tanks are used, but two are much better.) If the tank is to receive, as it should, all the house sewage—baths, toilets, and sinks—each chamber should have a capacity of about 60 gallons, or 10 cubic feet (1 cubic foot=6.23 imperial gallons), per person in the family. Thus for a family of six persons each chamber should measure, below its inlet, about 4 feet each way, or 64 cubic feet.

The sewage is carried from the house through a water-tight drain into the first chamber. The solid matter settles to the bottom, where it is gradually broken down and liquefied by bacterial action. The liquids pass through the over-flow pipe—which has a ventilator attached—into the second chamber. Both the inlet and the overflow pipes of the first chamber are provided with elbows, so that they are under the surface of the liquid. This is to prevent breaking or disturbance of the thick scum which forms on the surface, and which protects the bacteria from the air.

In the second chamber are two trays made of corrugated iron with a rim or frame of wood, and placed one above the other, with the corrugations of one running at right angles to those of the other. At the top of the corrugations small holes are punched at intervals of an inch; each tray will thus hold liquid up to the level of the holes, giving an opportunity for bacteria and the air to further purify it. The bottom part of the second chamber is filled with a filter-bed of broken brick, stone, clinker, or gravel; and under this is the outlet leading into a drain of agricultural tile pipe.

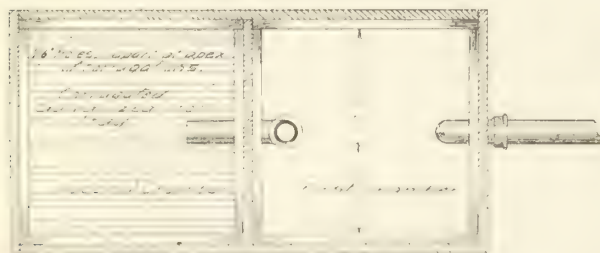
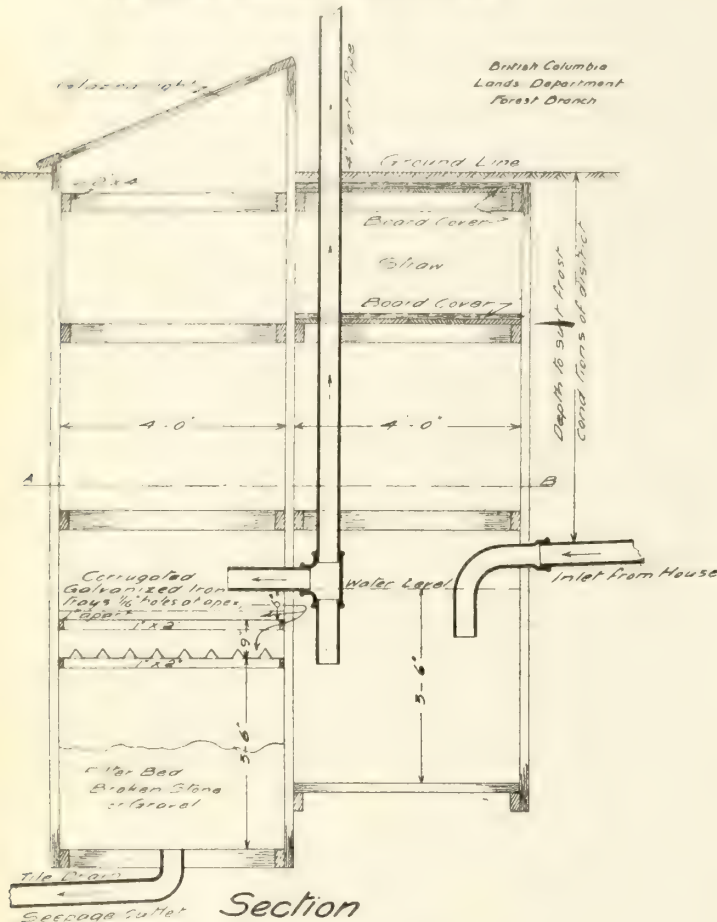
The liquid coming through the overflow-pipe from the first chamber falls on to the upper tray, drips through to the lower one, thence to the filter-bed, and through it into the tile drain, from which it soaks away into the earth.

In some forms of septic tanks the second chamber

*Published by courtesy of B. C. Forest Service, Victoria.

has no trays and filter-beds, and the outlet is equipped with automatic valve siphons, which operate only when the chamber fills to a certain height. The advantages of this are that the liquid discharges intermittently, which gives the earth a rest; and it has a volume sufficient to fill the tile drain, so that it is distributed evenly

Septic Tank. Wood Construction.



The septic tank is regarded as the most satisfactory of the various means employed for disposing of farm-house sewage. Plans and specifications prepared by the B.C. Forest Service, Victoria, B.C.

the whole length. The disadvantages are that the valves add to the cost, and when they get out of order, as they sometimes do, it is not easy or pleasant to fix them.

Note.—The quantity of pipes necessary will vary in each case, and must therefore be estimated individually. The drain from the house may be iron, or glazed stoneware with cemented joints, or machine-banded wood-stave pipe. The pipes in the tank itself, including the inlet, ventilator, overflow, and outlet, should be of iron. The drain leading from the tank should be of agricultural tile. A diameter of 4 inches is suitable for all the pipes in a tank of this size.

The outlet tile drain should be laid in a trench, with a very slight fall, about 1 inch in 50 feet, and the pipes surrounded by 8 to 12 inches of broken stone or gravel. The distance it should run from the tank will vary with the nature of the soil and the lay of the land. If plenty of fall in the shape of a side-hill or slope near by is available, the tank need be only a few feet in from the slope, where the drain will emerge and the effluent will seep away. In level land the drain will have to be a blind one, and should then be from 50 feet in a porous soil to 150 feet in a compact soil. It is a good plan in either case to lay several smaller branch or lateral drains from each side of the main drain to thoroughly distribute the sewage.

The construction of the tank is explained by the drawings and by the bill of material, which follows. It is advisable to use a naturally durable wood, such as Western Red Cedar, or else creosoted wood; though it is a well-known fact that sound wood of any kind, when buried in the ground or immersed in water, so that air is entirely excluded, will last indefinitely.

Bill of Material for Septic Tank

- 32 pieces 2 in. x 4 in. x 4 ft. for ledges.
- 8 pieces 1 in. x 2 in. x 4 ft. for bearers under iron trays.
- 900 feet, board measure, 2 in. T. and G. plank for sides to both chambers and bottom to first chamber.
- 50 feet, board measure, 1 in. matched boarding for 2 covers to first chamber.
- 1 glazed cover to second chamber; outside size 4 ft. 6 in. x 5 ft.
- 2 galvanized-iron trays crimped or corrugated as shown on plans; outside size 3 ft. 11½ in. x 3 ft. 11½ in.
- 25 lb. 4 in. common nails.
- 5 lb. 2½ in. common nails.
- 1 cubic yard broken brick, stone, or gravel for filter-bed.

The clerk who doesn't care is a damage for one reason, because he keeps live clerks from taking the customers and selling them something. If you are the sort of person who doesn't care whether a customer buys or not because your "pay goes on just the same," you shouldn't care if the boss were to bounce you to-night.

Passing Business Thoughts

By W. L. E.

Santa Claus would pass into oblivion were it not for the assistance he gets from the storekeeper.

Business is gradually improving, and every little effort put forth to accelerate it will hasten the return of normal conditions.

It is now the time for the retailer to put on his "thinking cap" as a preliminary to meditation upon the Christmas holiday trade.

Some of the cities in the United States are holding what they term fire prevention days. It would be a good thing for business men to have fire prevention days all the year round.

Advertising is being more widely employed in business because its potency is becoming more widely recognised.

WARM AIR HEATING

By CHAS. S. PRIZER

THERE is nothing more valuable to an architect, a builder or a metal or furnace man than to keep up with the latest developments in the construction of buildings, providing those developments are along sound and safe and conservative lines. Of course, these men cannot be expected to know everything about all the professions which are involved with his in the designing of buildings and in the construction thereof and in the selection of materials. They are compelled to rely to quite a considerable extent upon experts in various lines when they attempt to do really good work. I believe that the time has now arrived when there will be increasing attention paid to the ventilation of residences, and I believe that the architect who is up to the times will certainly specialize in the future along the line of ventilating the human habitations which he plans and erects for his clients.

Now, there are but two methods of heating that lend themselves to ventilation as a part of the heating proposition. Indirect heating, as all know, consists of pouring warm air into the apartments of a building for the sake of warming those apartments. Direct heating means the heating of the apartments by means of radiators or other hot surfaces located in the rooms to be heated. Direct radiation heating, I am convinced, will not be the permanent form of heating that will be applied in residences or in any other buildings. Steam and hot water heating have their proper place, but in their direct form they are unsanitary because they involve a negation of ventilation. It is impossible to heat a building by direct radiation located in the rooms thereof and at the same time ventilate that building. It is impossible to have a healthful winter climate in your home provided that home is heated by any form of direct heating. Let it be stoves or radiators, or any other method of direct heating. Therefore the system of heating that ought to be applied to residences is indirect heating.

There are two practicable indirect systems of heating through which ventilation can be secured. The one is indirect steam heating where you locate the stacks underneath the rooms to be heated. Your radiation is located in stacks and the air is poured over the radiation into the apartments to be heated and necessarily in heating the apartments you are changing the air constantly. The other system is the warm-air heater system of heating. Now, these two methods are equally meritorious if they are each done right, with this difference; a modern refinement of heating which will probably grow as people get to a fuller understanding of the hygienic principles involved is the humidification of air in rooms artificially heated. Now indirect steam heating does not readily adapt itself to the artificial humidification of the air. Artificial humidification can be had very much better in connection with furnace heating, but with that item eliminated there may be said to be no difference as to the merits of heating a building indirectly by steam or by the warm-air furnace system, provided both are well done. However, there is this very great difference—a complete indirect system of steam heating is exceedingly costly to install. Most indirect work that is done in residence heating to-day only applies partly to the building, only applies to some few rooms in the building; whereas it

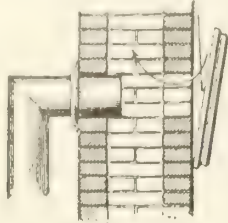
is perfectly apparent that sleeping chambers and baths, and all of the different apartments in a house, should be ventilated. Steam indirect heating is exceedingly expensive to install and it is proportionately even more expensive to operate, but warm-air furnace heating, if it be properly done, fulfills every hygienic and scientific requirement of the perfect heating and ventilating plant. You can do an absolutely first-class installation of warm-air furnace heating in connection with formal ventilation at no greater expense to the owner of the building than he would pay for a system of direct steam radiation heating which is unscientific and unhygienic and indefensible. And you have every advantage that you could possibly get from the more expensive system, provided your installation is correct and your apparatus is what it ought to be and the proportioning of the whole system is right. I am an advocate of warm-air furnace heating as the best, the most practicable and the cheapest method of good heating that there is in existence, but I am compelled at the same time to admit that the warm-air furnace heating apparatus has been discredited and condemned by reason of the defective installation and the use of apparatus of too small capacity. The remedy for that, of course, is to substitute good installation for bad installation. I do not blame the retail heating contractors for the state of affairs which exists in the warm-air furnace industry to-day. I trace back the source of the evil conditions that exist in this industry directly to the manufacturer of the warm-air furnaces. He is the man who is to blame for this state of affairs. Whoever builds a machine or an apparatus to perform any certain purpose or function should say how that machine is installed and how that machine is to be used, and just there is where the manufacturers of furnaces have fallen down. Up to this time there have existed no definite, authoritative rules for the installation of warm-air furnaces, though there is in the United States a furnace league consisting of a majority of the furnace makers there, whose purpose is to issue definite, authoritative rules for the installing of furnaces, rules which will show just what size of pipe and risers you should use to heat any room, exactly what size of registers you should use, what size cold-air duct you should use and every item in installation. It will show exactly how large each ventilating duct should be and exactly how large each ventilating register should be and supply all the details needed in the work of installation. These rules will be authoritative and can be depended upon for correctness and adequacy.

If we are ever to achieve for the warm-air furnace the success to which its inherent merits entitle it, warm-air furnaces must be installed according to rules. Until furnace installers use definite rules for their work and for the proportioning of their installations, those rules being founded upon the facts of heating, we cannot hope to uplift the warm-air furnace business to the plane that it ought to occupy as the best practical system in existence for heating residences. There is no question about the merits of our case. We are doing a good work for the people who build houses and we are doing a good work for people who occupy houses if we can persuade them to put in first-class warm-air furnaces, heating and ventilating plants.

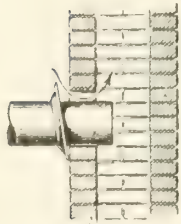
If you expect Santa Claus to call at your home, better brighten up a bit with paint and varnish. He'll like you better for it.

When Selling a Range Instruct the Buyer

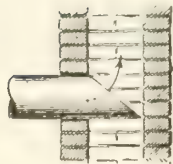
At many of the hardware trade association conventions when the question of stove sales crops up there is always something said about the lack of information given out by dealers when they make sales. A corres-



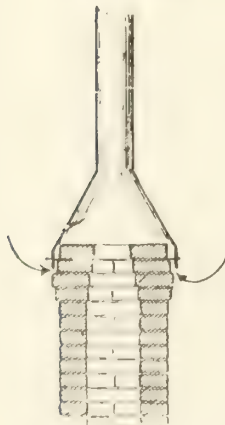
Sometimes there is an opening right opposite where the pipe enters the flue. This is generally covered with a piece of wall paper and a picture in front. Brick it up tight.



50 per cent. of all stove pipes are put into the chimney like this. Fill up the opening with cement. You may as well take a cover off the stove as leave an opening here.



A good way to give a poor draft an upward turn.



The wrong way to fit on a chimney stack. Better without any, unless it is cemented right into the chimney flue.

In ninety cases out of a hundred when there is trouble with a stove the fault lies with the chimney connections or pipe and not with the stove. The above illustrations show some of the troubles and explain how they can be corrected. (Courtesy Enterprise Foundry Co., Sackville, N. B.)

pondent in an exchange, who, by the way, is also a stove maker, tells this experience:

The experience through which I have recently passed will demonstrate that scientific management may be applied widely and not merely to the conduct of a business but to every detail that enters into it. Of course no better ranges are manufactured in the world than

we make, yet we received a letter the purport of which was as follows:

"I installed one of your ranges recently in my new home and have been having no end of trouble trying to get a hot fire. We first tried hard pea coal with poor results. Then we tried soft pea coal with much better success, but are unable to get a quick, hot fire except by using wood. I do not believe the range is in any way defective and that under proper draft it will give good results for cooking, baking and heating the room. Herewith is a rough sketch of the conditions. Kindly have your designer figure over the same and if possible suggest a good way in which to apply a remedy and overcome any defects he may find.

"I have figured into it myself and find the area apparently sufficient all the way around; also I think I have enough pipe to the chimney to counteract the horizontal pipe and the elbow. I want to burn pea coal on account of the great difference in cost between that and nut coal and must have a stove to do it. The difference in the price of coal would soon buy a new range. However, I wish to give the present range a fair trial and want your earliest reply, since I cannot now produce heat enough to keep the small 8 x 10-ft. kitchen warm, and await your reply and assistance."

Almost anyone who would read this letter and look over the drawing would naturally want to suggest changes in the flues to help the man out of his trouble. The facts, however, I found on a personal investigation to be as follows: The flue had ample draft to operate the range satisfactorily, but the users were never instructed how to use the dampers. The fire was brought from a banked condition with pea coal in 25 minutes to a baking condition, and a cherry pie was baked in 17 minutes, top and bottom, and browned practically alike. This demonstration left the owner of the range perfectly satisfied.

As will be seen, the chimney has a height above ground of 24 ft. to the top. The base of the chimney rests on a bracket and is 8 x 8 in. in size for a distance of about 2 ft. when it is drawn in and runs for some 12 ft., 4 x 8 in. size. At this point it again enlarges and for the remainder of its height the internal size is 8 x 8 in. The range is connected with the chimney by a 7-in. pipe.

No instructions having been given to the queen of the kitchen, it was operated on the direct draft all the time and in consequence only the top surface of the range was available for heating. It supplied plenty of hot water but it was impossible to do any baking. When instructions were given as to the proper use of the dampers, the result was as described in the foregoing. This makes it very clear that even though stoves have been used in kitchens for generations, it is still necessary for those who purchase to have instructions on the proper way to use the dampers in order to get the right kind of service.

GOOD BUSINESS LETTERS

The Stencil gives the following advice on the production of good business letters:

1. The shorter the better—for more people will walk one block than two, and read a short letter than a long one.
2. Make one point—and be content—but let that point be the all-important point.
3. Write it—not as you have heard it, but as you would say it. And read it aloud, to see if you can catch yourself being oratorical.

Increasing Profits in the Paint Department

By J. S. IRWIN
Representative in Saskatchewan for
Canada Paint Co.

Paint window put in by the Blue
Hardware of Guelph.



A NUMBER of hardware merchants are very successful in their paint sales each year, but quite a number of merchants are very disappointed in these lines. In the latter case it can generally be attributed to two reasons, viz.:—a temporary falling off in demand, or lack of knowledge of the line and not sufficient advertising in and out of the store. Not knowing the line fully is generally the cause. Then it is up to the merchant who finds that line is not moving as it should, to ask himself these questions—"Do I give this line the attention that it should get? Do I know as much as I should about the line, and am I prepared to answer questions, so often asked by my trade, in a satisfactory, convincing manner?" Speaking generally, there is not a line in the hardware merchant's store that he or his clerks know so little about, and the dealer is nearly always ready to admit it. It has been the general practice to keep this line in the back or rear of the store, and in many cases to keep it out in a back warehouse or in some corner of the basement, seldom frequented by customers coming into the store.

Good advertising is admitted by all to be one of the best business getters. Various schemes for advertising are promoted and put into force and a good deal of money is spent each year by the different paint and varnish companies without any charge to the merchant. Considering this, it is surprising to notice the large number of merchants who neglect to take advantage of this. From the merchant's point of view, his advertising might be divided into two classes. 1st, arrangement of stock in as conspicuous a place as possible, and the store advertising arranged or distributed that both may be seen by every customer entering the store. 2nd, the advertising that is sent direct to the home of your trade through the mails. The latter helps to reach customers who never or seldom come to your store. This means of advertising is a good business getter and one which should be taken advantage of. Have you ever noticed how regularly your trade call for the mail. They may overlook or forget purchases at the store, but never forget the mail, which is taken home and read by almost all members of the family. Farmers like to get mail and a successful farmer reads all the advertising he gets hold of. So much could be said of advertising that while it is known and admitted, it is not taken advantage of as it should be, much to the disappointment of the manufacturer, who

has proven the success of these systems and is always ready to do his part.

Paint and varnish carry as fair a margin of profit as any other line in the store and will make as much money for the merchant as any line he can handle, provided it is handled properly and in sufficient stock to handle his trade and no more. To arrive at this, it is necessary for the merchant to give it some study. It is just as foolish to expect to have this line pay when a merchant is carrying a stock capable of doing \$3,000 worth of business, when he really does no more than \$1,000, as it is to expect a very small stock to handle a very large trade in this line. Study not only the right size of stock to suit your trade, but have a good knowledge of the paints and varnishes themselves, so that you may be looked on as an authority in your own particular district, and thus avoid poor results from your customers. This information can be procured through the travelling representative of any of the paint companies, or by direct communication with their office. There have been a good many well versed paint and varnish representatives pass through your store who would have been only too pleased to supply you with information of unlimited value to you sooner or later, but were cut off after introducing themselves with "I'm sorry, but I'm full up with everything in your line, etc., and I have to do this, or that, so cannot see you to-day, etc." When in ten minutes after he has left you are discussing politics or some other matter of unimportance with a man in your own district who leaves in your store possibly less than \$20 a year.

A merchant to-day must be alive and up-to-date if he is going to make money. For the present day and the future to come there is no room for the old-time merchant who believes that all that is necessary is to stand behind the counter and hand out goods as asked for. This class of man will be crowded out of business to make room for the more progressive man who believes in pushing good goods with prices accordingly. He believes in advertising and looking for new ideas and knowing the goods which he sells.

It is highly important that the dealer should carry a good quality line of paint—one in which he can have the fullest confidence. Confidence in one's goods is the first requisite to success. It is an easy matter to pass this confidence on the customer.

Make the Paint Department Pay

PRICES are getting a good deal of attention these days and no apologies are needed by the dealers who talk quality. The public who are well informed appreciate the situation, and the quality retailer has nothing to fear from them, says Lyman Whiting, in an article in Paint, Oil and Drug Review.

It is the dealer who fails to keep pace with advancing costs that will smash his business boat on the rocks. The consumer experiences little discomfort by the increased cost of paints, varnishes, etc. He accepts the higher figures logically, and you will find in many cases that the ultimate consumer will even look askance at materials sold at the old price. They will doubt the quality.

The retailer who believes in to-day, and lets to-morrow take care of itself will win. This waiting for another year or another season is a bad habit, one that spells loss.

It is absolutely necessary to have a good stock assortment, comprising all the items that will find a reasonable market among your particular trade. Nothing is more annoying than for a customer to find you out of a certain thing, and even when you say you will send for it, in the average case the sale is lost.

Success or failure is in proportion to the adequacy of your stock, intelligence of your advertising and a thorough knowledge of, and faith of the goods you carry. Store service and the amount of pep, publicity and push you give. Let people know that you have the best stock in town, that you have the lowest consistent prices, and that you offer the most satisfactory service.

How much do you make? Do you actually know how much you make? Have you a specific, definite, detailed idea of just what your profits are?

Most of you have, but there is always a certain percentage who have not an accurate line of what it costs them to do business, who do not know the exact items of overhead and incidental expenses, and when omitted from the list of costs, never fails to make a bad showing at the end of the month, and means nothing more or less than an accurate record of costs has not been kept.

It is generally known that 17½ per cent. of the volume is the average cost of doing business these days, and it takes very efficient management to keep this cost at this point, and not permit it to run above. This percentage is a very persistent little worker in its daily efforts to advance. It is an ambitious little ras-

cal and has to be kept constantly in hand, or it will run away and spoil all your profits.

There are several factors which enter into profitable resale prices. There is your actual invoice price from your manufacturers or jobbing connections. Then there is the express or freight, and the two will be your deliberate cost. Now to this must be added your cost of doing business and includes many items which actually contribute to and make up your selling cost or your "cost to sell" the merchandise, and good merchants have to know the importance of this item, which must be apportioned to each gallon of paint, brush or roll of paper, no matter whether the retail price is a dime or a dollar.

These delivered costs and selling costs must be added to secure the total cost of the article, and if you expect to make anything you must add the net profit. It is not hard, of course, to determine your delivered cost, and it is quite another and more difficult task to reach a correct selling price, for in this must be included your rent, lighting, your insurance, taxes, heat, clerk hire, and a percentage of your own salary.

"Costs to sell" are going up and your price to the consumer must be in strict relation to this or you will fall behind. Put on a little extra "juice" and speed up your sales. Take a whirl at advertising in your local papers. In the average towns it is inexpensive and reaches those who should logically be your customers, and puts you on the map as a live wire in your town. Use in these ads. real reason-why arguments, and avoid putting cheap talk into good newspaper space. You may have the best stock in the world, but if nobody knows about it, it will stick on your shelves like glue in a mattress.

PAINT ABOUT THE FARM

Under this head Successful Farming some little time ago had this short article:

"Both buildings and implements require the expenditure of a great deal of money and for this reason, if for no other, it behooves the owner to add to their life of usefulness by giving them a coat of paint whenever necessary. If there is any doubt as to whether the building or implements are in need of paint it will always pay to give them the benefit of the doubt and paint them.

"Some people regard paint only as a means of beautifying or adding to the attractiveness of that upon which it is applied, but an even more important thing is that it preserves at the same time. An implement that has become so old and dry that it becomes loose can be made useful for a much longer time if given a coat of good paint which fills all cracks thus preventing water from getting in and hastening decay. A small amount of time and money spent in keeping tools and buildings properly painted will be an investment that will bring returns in a number of ways.

"In these days when reliable ready mixed paint of any desired color or shade can be had at such reasonable cost it will not pay anyone to try to mix his own paint. In a factory where paint is made it is not only possible to make careful tests to determine just what ingredients, and in what proportions, should be used in order to produce the best product, but it is possible to mix the paint a great deal more thoroughly than could be done in case the ingredients were mixed by hand. A great deal of mixing is required in order to get good paint and it never pays to use anything but a good, reliable brand and a good quality."

WINTER PAINTING

Winter is a good season for interior painting, because

1. The painter is not rushed, can be had when wanted, has time to give attention to the work, will quote better prices than at other seasons when everybody needs him.

2. Paint is a disinfectant. The closed house of Winter needs disinfection more than the open house of Summer.

3. The walls are warm, and the even temperature is favorable to best results.

4. It is a good time to remove the soiled wallpaper and substitute a sanitary flat wall paint.

USE PAINT ABOUT HOME

Paint is one of the greatest economies used in and about the house and yard. The most neglected and at the same time the most important feature about the house is the tinwork. This may be made to last indefinitely if it is kept properly painted. Leaky gutters and downspouts produce rotting weatherboards, rusty nails and general dilapidation.

Fences would not go to ruin half so fast if they were kept well painted, and they would look attractive instead of dingy and broken, as is so often the case.

Shingle roofs can be made to last for a lifetime if there are proper applications of paint. If unpainted, the roofs require renewal in five to ten years, depending on the kind of wood in the shingle.

Wooden porch or piazza floors and wooden steps should be painted on the under side as well as on top. Dampness causes them to rot unless they are painted on the under side. It is usually possible for a painter to get under a porch. A wooden step can be turned over easily, painted, and replaced. One coat will be enough on the under side, but the exposed side should have two coats. Rusty nail heads quickly rot the wood around them. Be sure, when you paint to see that the nails are not neglected.

Nothing around a house gives so favorable an impression as a well painted exterior and a perfectly varnished interior. Well finished floors and woodwork go a long way toward making an atmosphere of well-being and comfort, not to say elegance. In addition, the sanitary effect of paint is an item that must not be overlooked.

BRANDRAM-HENDERSON CONVENTION

Brandram-Henderson, Limited, on October 26th, 27th and 28th held their eighth annual convention of managers and salesmen at Montreal. The meetings, dealing with technical subjects were held in the Montreal plant, the sales and advertising session being held in the convention rooms of the Place Viger Hotel. Representatives from coast to coast attended the convention, which was the most successful of all such meetings of the company.

The general meetings were ably presided over by George Henderson, president and general manager, who, in his address of welcome, announced the marvelous growth of the company's sales and interests, advising of large export business with South America, Russia, France, Cuba and the West Indies. The technical sessions, presided over by Geo. M. Edwards and R. H. Monk, gave the delegates valuable information regarding the manufacture of chemical dry colors and the corroding of white lead.

The sales and advertising programs for 1917 were dealt with fully and the complete advertising campaign was explained at length by W. S. McLennan. Many new and valuable sales helps for B-H English paint agents, to be used during the coming season, were announced to the salesmen, in order that they will be able to fully place the benefit of these many features before their customers.

The entertainment was admirably arranged by C. H. G. Short, and included automobile trips through the residential and business sections of the city; a theatre party at the Orpheum, during which a moving picture of the convention members was shown, together with a film of Brandram-Henderson plant, demonstrating the manufacture of their various products.

One of the novel features of the session was a prize window dressing competition, in which teams were

entered by the Montreal, Halifax, Toronto and Winnipeg divisions. Windows were secured in four of the leading B-H English paint agents' stores. The teams were given three hours in which to dress the windows and the result of their efforts were judged by one of the leading hardware merchants of Montreal, in conjunction with all the members of the convention. The prizes were won by the Ontario and Maritime divisions, though honorable mention was given to both the other divisions. The convention concluded with an elaborate banquet at which a number of the directors were also present.

CO-OPERATING WITH MANUFACTURING

The most important part of making your paint business a success is the real work that you must do in order to build up your paint business. Manufacturers are willing to send small enclosing slips advertising the lines you handle. Make a regular practice of putting at least one of these in every bill or invoice you send your customers; also see that they are enclosed in all packages sent out, and if you have some other method whereby you can get them into the hands of possible buyers frequently, be sure and take advantage of it.

LARGE SHIPMENT OF VARNISHES

The Glidden Company recently made a shipment of an extra large car of Jap-a-lac and Green Label Varnishes to Thompson & Sutherland, Ltd., at North Sydney, N. S.



ney, N. S., and their other stores, well known hardware and paint jobbers in the Maritime Provinces. We understand that this is the first shipment of a straight car of varnishes to go into this territory. The order was taken by Leonard Mould, who covers the territory for The Glidden Company, and just goes to show how Jap-a-lac and Green Label Varnishes are growing in popularity in the East.

SUGGEST BRUSHES WITH PAINT SALES

A thing which is often somewhat overlooked in many stores in connection with the sale of paints is the brush end of the business. Without brushes of good quality and condition the best paint will not be applied evenly and satisfactorily.

Therefore it would seem to be to the advantage of the merchant from the standpoint both of paint satisfaction and brush profits to devote some attention to this line.

Many a store which makes special efforts to increase the sale of paint products through pleasing and attractive displays and educational advertising copy fails to cash in on the profits which are inherent in the brush end of the paint business.

With the Hardware Salesman

THE question which every clerk should ask every morning is, "What can I do for the company to-day?"—and every night the question should be, "What have I done for the company to-day?"

With these questions in mind, and with the thought that every one is a part of the company—and that all must do everything in their power for the company's benefit and success—would soon result in such a complete, harmonious and perfect organization, that the company's success would be without question, and the advancement and profit of each individual be assured.

Who has ever seen a successful man, who acted upon the principle that "so much work for so much money" was all that was required to make his life a success? Are not all of the men you know as successful men those who have always done more than enough to hold a "job," and who have studied their business and worked at it so much harder than their fellowmen that they have been promoted because they deserved it?

SHOULD DOVETAIL INTO ORGANIZATION

When hiring a clerk look well to his personality. Ability without personality is like a horse without a cart. It cannot pull the wagon of success. Some clerks are meddlers. They try to know everybody's business without developing the fullest possibilities of their own—they are always afraid that they are missing something—they antagonize the whole store force. A clerk's general manner, his voice, every little detail should be carefully studied before hiring to be sure that he will dovetail nicely into your selling force, for no matter how great his ability he cannot succeed unless he has the rest of your workers "with him."

WHO PAYS YOUR SALARY?

Every clerk in a retail store may well ponder the above question.

The owner of the store in which you work, do you say?

Fundamentally, you are wrong.

The person who pays your salary is, in the final analysis, the customer in front of the counter. Without customers, the services which you render and on which your salary is based, would not be required.

It is essential, therefore, that every clerk realize once for all that the customer is responsible for the said clerk's position, and that careful treatment of the customer is just as essential for the clerk's welfare as it is for the welfare of his employer.

Handle the customer in such a way that he or she will feel that the merchandise, service, prices and general atmosphere of the store in which you work are such that a return again and again is desirable.

Your value to your employer is in direct proportion to your value to his customers.

TWELVE GUIDE STONES TO SUCCESS

1. The value of time. 2. The success of perseverance. 3. The pleasure of working. 4. The dignity of simplicity. 5. The worth of character. 6. The power

of kindness. 7. The influence of example. 8. The obligation of duty. 9. The wisdom of economy. 10. The virtue of patience. 11. The improvement of talent. 12. The joy of originating.

MASTERING THE ART OF SALESMANSHIP

The Science and Art of Salesmanship. By Simon Robert Hoover, M.A., assistant principal, High School of Commerce, Cleveland, O. The Macmillan Company of Canada, Limited, Toronto. 75c.

This book is published in connection with Macmillan's commercial series, and while of interest to every business man, is particularly so to young men who are desirous of mastering the art of successful salesmanship, that being the avowed purpose the author has in view. How comprehensively the subject is dealt with may be gathered from the titles of the fourteen chapters which comprise the 193 pages of the book. They are: What is a Salesman; The Salesman; The Salesman's Preparation; The Customer; The Process of the Sale; The Demonstration; Closing the Sale; Finding and Correcting Mistakes; Relation Between Department Managers and Salesmen; Suggestions from a Selling Letter; Department Store Instructions; and the Salesman's Rewards. Not only are these various phases of salesmanship dealt with in much detail, but actual experiences are given by way of illustrating the various points brought out. A further aid is a large number of reproductions of photographs of various phases of store life, arrangement and methods. In the preparation of the book the author had the assistance of John Wanamaker and other well-known successful business men. It is a book that every business man should study. Employers might well secure copies for their clerks and salesmen.

WESTERN NEWS

The Willamette Iron and Steel Works, an extra-provincial company, has been granted permission to do business in British Columbia.

The Coast Copper Co., Trail, B. C., capitalized at \$1,000,000, has been incorporated, as also has the Pacific Steel Co., Vancouver, with a capital of \$100,000.

Western Canada White Lead, Ltd., has been incorporated at Vancouver, B. C., with a capital of \$40,000, to take over the Eyton-Barrett process of corroding lead and other metals.

The Tisdale Investment & Supply Co., Ltd., have closed out their hardware business at Tisdale, Sask.

F. W. Blythe, district manager at Winnipeg for Canadian Allis-Chalmers, Ltd., has been promoted to the head office at Toronto; as also has J. F. S. Madden, Winnipeg manager of the Canadian General Electric Co., been promoted to the Toronto head office of his company.

The G. F. Stephens Co., paint manufacturers, Winnipeg, have appointed J. A. Cameron, formerly with the Miller-Morse Hardware Co., travelling salesman in Southern Manitoba and Saskatchewan. A. D. O'Brien, who formerly covered this territory has been promoted to the Moose Jaw district, taking over G. H. Mackley's territory.

The Gurney Northwest Foundry Co., have moved their Calgary warehouse into larger premises. A. G. Richards, of the Winnipeg house, is in charge.

The Pacific Steel Products, Ltd., have reopened their plant at Bridgeport, B. C.



The S-W Agency is Identified by this Trade Mark

and it is recognized by paint users the world over as being the identifying mark of the best prepared paint and other finishes that can be produced.

S-W Agents are Profiting

by our International Advertising Campaign to Consumers, because they are the merchants who sell the *most* of the *most satisfactory* paint products.

If you are interested in a **better** selling line of paints and finishes let us tell you about our exclusive agency proposition.

Our Distributing Points

from coast to coast enable us to fill your orders quickly and eliminate part of the cost of transportation and all the delays of long distance shipments.

**SEND US A POSTAL CARD TO-DAY WITH YOUR NAME
AND A QUESTION MARK ON IT.**



THE SHERWIN-WILLIAMS Co.
of Canada, Limited

PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.



Who's Who in Hardware

A well-known name engaged in general hardware, is the one conducted by D. A. Owen, at Campbellford, Ont. This business was originally established by Owen & Birmingham in 1908. It has been conducted by its present proprietor alone for two years.

The premises occupied at the west end of Bridge Street comprise a store of ample area, which is well



Interior of D. A. Owen's hardware store at Campbellford, Ont. The silent salesman in the front centre shows how Mr. Owen is preparing for the Christmas trade.

adapted for trade purposes, possessing every facility and modern appliance for the prosecution of the work. Mr. Owen is a practical and experienced hardware merchant. He is a dealer in general hardware, stoves, tin and granite-ware, cutlery, mechanics' tools, builders' supplies, paints, oils, varnishes, etc. Plumbing, roofing, jobbing and furnace work of all kinds also is promptly attended to. Estimates are furnished and all his work is guaranteed.

His trade extends all over the vicinity of Campbellford, and is steadily increasing. Personally Mr. Owen is held in the highest esteem by all who have had business relations with him.

GERMAN GOODS EXHIBIT

Nearly ten thousand articles made up the exhibit of German and Austrian goods which the British Board of Trade loaned the Canadian Government for display purposes, and which were shown recently at Montreal and Toronto. The exhibition was principally for manufacturers, to acquaint them and give them intimate knowledge of the goods made in enemy countries. The articles covered the whole gamut of manufactured goods, predominating were china, celluloid ware, cutlery, locks, electric fixtures, hats, toys and tools.

DOMINION CHAIN CO.

In contradiction of certain rumors that have been prevalent among the trade for the past few months, the American Chain Co., Bridgeport, Conn., state that practically all of their export business has been diverted to the Dominion Chain Co., Ltd., Niagara Falls, Ont., and that this policy has been in force ever since the early summer of 1905.

UNITED STATES FIRMS IN CANADA

During some months past, says Hardware Dealers' Magazine, a number of United States manufacturers have established branch plants in Canada. Some of these are engaged largely as assembling plants. Others carry on a manufacturing business, and many manu-

facture a portion of an article in their Canadian works utilizing imported parts for completing the article. According to an investigation conducted two years ago there are more than four hundred United States branch establishments in operation in Canada, of which over three hundred are in Ontario. The discussion among the allies and the dominions regarding favorable tariffs among them after the war has undoubtedly given an impetus to the present movement which is taking to Canada many more branch establishments of United States concerns.

The Benedict Co., silver-plated ware makers, of Syracuse, N. Y., are fitting up a Canadian factory at Trenton, Ont., and The Perfection Tire Co., are going on with their factory at Niagara Falls.

James McKay Co., a Pennsylvania concern, has obtained an Ontario license to make iron and steel chains, bolts, hooks and other forgings.

MANAGER OF PORT HOPE SANITARY LINE

Fred Armstrong, who lately was made general manager of the Port Hope Mfg. Co., Ltd., makers of enamelled iron goods, is a well-known personage in Toronto plumbing circles. He was born in that city in 1864. At 20 years of age he engaged in the plumbing business on his own account, and has been actively en-



FRED ARMSTRONG.
Gen. Mgr. Port Hope Sanitary Mfg. Co., Ltd.
—British and Colonial Press, Ltd.

gaged in sanitary, heating, electrical and ventilating matters ever since.

In 1905 his business was incorporated, Mr. Armstrong taking the office of president and managing director. In August last he was appointed to the management of the Port Hope company, with factories at Port Hope and Toronto office in the Royal Bank building.



TRADE MARK

SANITONE

THE WASHABLE WALL PAINT

If you would capitalize the high price of wall paper you should recommend "Sanitone" to the painters and decorators in your town as the most convenient and economical material

To Replace Wall Coverings of all kinds

"Sanitone" permits of an almost unlimited range of pleasing tones and color effects. Whether flat or gloss finish is used it may be washed with soap and water. It does not mar easily but stands up under the most severe treatment. Tell your customers about Sanitone and show them what beautiful effects can be produced for little money.

If you are not a C.P. Agent ask us for complete information and profit by our big 1917 plan.

The Canada Paint Company

Limited

572 William Street, Montreal
112 Sutherland Avenue, Winnipeg

BUSINESS CHANGES

Alberta

Bow Island—Austin Walsh, hardware, commenced.
 Calgary—Pattison Electric Co., Ltd., changing name to Calgary Electric Co., Ltd.
 High River—A. W. Kelly, hardware, succeeded by M. F. Whimster.
 Leduc—Skinner & Dalgleish, Ltd., hardware, succeeded by C. W. Gaetz.

Saskatchewan

Avonlea—Monson Hardware Co., succeeded by Avonlea Hardware Co.
 Saskatoon—Saskatoon Harness Exchange, opening branch at Birdview.
 Tyvan—Tyvan Hardware Co., commenced.

Manitoba

Manitoba—R. L. Gillerlain, hardware, sold to C. G. Armstrong.

Ontario

Chatham—Blondin Hardware Co., taking over Blondin Lumber & Mfg. Co's hardware business.
 Toronto—D. G. Fox & Co., hardware, incorporated.

Quebec

Montreal—Demers & Freres hardware, registered.

NEWS OF THE TRADE

James Malcolm, of Emerson & Fisher, wholesale hardware dealers, St. John, N. B.; H. Bonnevie, of the Maritime Nail Works, of the same city; and Fred Wolfe, of T. McAvity & Sons, Ltd., St. John, were killed in recent actions at the Front. "somewhere in France." Chas. A. Stevens, of the Maritime Nail Co., and John S. Hourihan, of the Ashdown Hardware Co., Winnipeg, were wounded in recent actions.

C. A. Page, sales manager of Canadian Wheels, Ltd., Hamilton, has received an appointment with the 164th Batt. C. E. F., and is going overseas.

The Dominion Steel Corporation, Sydney, C. B., has appointed as new superintendent of their steel plant, R. F. Randolph, a steel expert lately with the Bethlehem Steel Co.

Lt.-Col. C. M. Strange, of Lewis Bros., Montreal, commanding the 58th Westmount Rifles, was presented with a silver wrist watch by the members of the brass band.

Lieut. Henry Stockwell Day, a salesman with the N. B. Stark Co., Montreal, and a son of M. H. Day, manager of the Consumers Cordage Co. there, is in No. 8 General Hospital at Rouen, France, suffering from gunshot wounds. Capt. F. R. Newman, manager of Toronto branch of Canadian Fairbanks-Morse Co., died of wounds at the Front, recently.

Samuel May, president of the Dodge Mfg. Co., Toronto, died during the month.

Geo. Phillips, of Geo. Phillips & Sons, Havelock, Ont., died recently. He had been in the hardware business 35 years.

WANTED—Manufacturer's Agent wants representation of hardware lines in Toronto and vicinity, with privilege of enlarging to part or whole of Ontario within a year. Box 999 Canadian Hardware Journal, Toronto.

New Goods on the Market

When writing to manufacturers kindly mention
 the Canadian Hardware Journal

The Stanley Works, New Britain, Conn., have added to their line of storm sash hardware the "Peerless" storm sash hanger, made of wrought steel. This No. 1715 hanger is heavy and strong. The angle on the hook and on the head of the eye guides the eye up and over the hook, so that a sash or screen can be hung easily and quickly from the inside of the building. It is necessary only to set the storm sash in its proper groove in the casing and, using this groove as a guide, to push the sash up. The eyes slide right over and on to the hook; the weight of the sash clamps down the eyes into place.

Sashes being hung or removed need not be held far from the building, consequently there is no danger in hanging or removing them from the inside of a window equipped with this hanger. The hanger is packed with $\frac{3}{4}$ x 7 screws. One pair of hooks and eyes to a set; one dozen sets in a box. Gross weight, per dozen sets, 3.35 lbs. Five gross sets in a case. Furnished in Japanned, 1715-J; and Stanley Sherardized, 1715-Z. Eyes or hooks may be ordered separately.

Chicago Steel Post Co., Chicago, Ill., have put on the market the "Chicago Stapling Tool," a one-man stapling device, easy to operate, quick, and efficient. It is the only tool on the market, say the company, that will clinch the ordinary staple in a satisfactory manner on a steel post. By placing the tool on the staple and pressing upward on one leg and downward on the other the staple is bent inward against the face of the post, making the strongest kind of a fastener.

Manufacturers' Helps for Retailers

When writing to advertisers kindly mention the
 Canadian Hardware Journal

E. C. Atkins & Co., Inc., Hamilton, Ont., have put out a new hack saw store sign, which they will send to dealers who write for it. The sign is a metal front wall hanger in colors showing a hand holding several bunches of Atkins' hack saw blades, and the words. "The mark on the blade is your guarantee—finest on earth." It is a neat wall sign.

Clare Bros. & Co., Ltd., Preston, Ont., recently brought out a booklet entitled "Comfort and Health" for consumer circulation, and as an aid for sales by dealers. The little book deals with the sane heating of homes, and while it tells specially the good features of "Hecla" furnaces, it also contains a great deal of general warm air heating knowledge.

The Remington Arms Union Metallic Cartridge Co., have published a decidedly interesting little "Remington" book for sportsmen, giving in brief the game laws of Canada and the United States. All the laws on the statute books referring to game in the various provinces of the Dominion are set out, as well as those enacted in the various States of the Union. It is pretty comprehensive, too, covering some 80 pages.



"This cellar will be dry"

THERE will be no trouble here from dampness getting into this cellar wall. I am applying a coating that will keep it as tight as a drum. It is the best material I know of, and it is called—

R. I. W. MARINE CEMENT
REMEMBER ITS WATERPROOF
REG. U.S. PAT. OFF.

R. I. W. Marine Cement is applied from footings to grade level of brick, stone and concrete foundation walls. Very successfully used on the McKinley Memorial Monument at Canton, Ohio.

When wood flooring is to be laid over cinder concrete the sleepers and under side of the flooring should be coated with R. I. W. Trimbak, followed by R. I. W. Marine Cement over the concrete and sleepers before the flooring is laid.

Applied cold with a brush or swab.

Write for a copy of the Red Book from Dept. 54

**R. I. W. DAMP-RESISTING PAINT CO.
TOCH BROTHERS**

Gerrard St. and Carlaw Ave.
TORONTO, ONTARIO, CANADA

Builders' Supply and Hardware
Dealers can obtain their supply of

**Creosote Shingle
Stain**

and

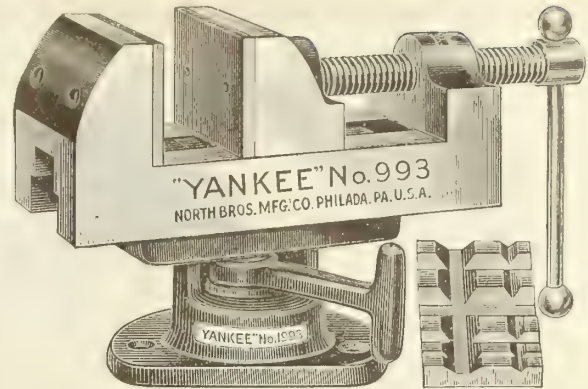
**Black Liquid Mortar
Color**

from

MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the
Dominion. To dealers only.



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.



Ground so they can't bind

Cross Cut Saws

ATKINS

Of course, there is easily a larger profit in them. You simply show their easy-running, fast-cutting qualities, and explain the toughness of Sterling Steel. Any customer will pay your price. Try a box of twenty-five or a dozen. We'll make good.

Factory:
HAMILTON, ONT.

E. C. ATKINS & CO.

Vancouver Branch:
109 Powell Street

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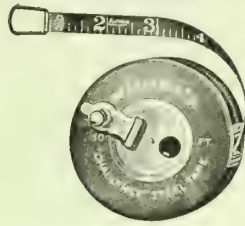
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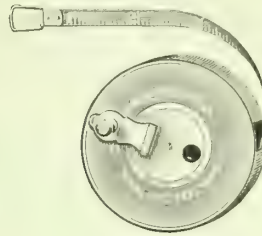
"RELIABLE"



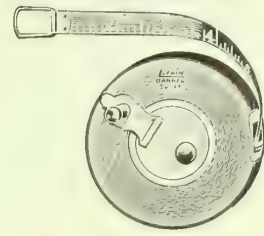
"CHALLENGE"



"RIVAL"



"BANNER"



EVERYBODY
KNOWS THESE

LUFKIN TAPES

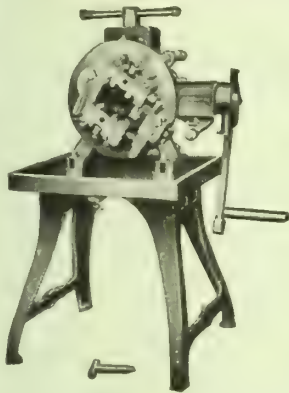
THEY HAVE BEEN PIONEERS IN CONNECTION WITH THE NOTEWORTHY IMPROVEMENTS MADE IN TAPES.
THEY ARE DISTINCTIVE IN QUALITY, EACH STYLE THE VERY BEST OF ITS KIND.

Send for catalogue.

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

Stocked by all jobbers

No. 00. Hand or Power

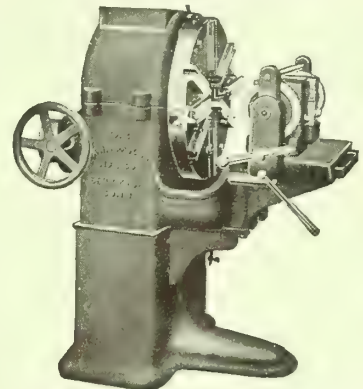


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PIPE THREADING
AND CUTTING OFF MACHINES**
ARE PROFITABLE FOR FITTERS TO USE
PORTABLE STRONG LABOR SAVERS
MADE OF THE BEST MATERIAL

MANUFACTURED BY
THE ARMSTRONG M'F'G. CO.

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CATALOGUE MAILED UPON REQUEST

No. 3. Power Only



**RED
S
BRAND
WINDOW
GLASS**



**GLASS
BENDERS
TO
THE
TRADE**

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

DON ROADWAY

TORONTO

MADE IN
CANADA

BOLTS

QUALITY
THAT PLEASES

We have a large stock of high-grade Carriage and Machine
Bolts, also Coach Screws, Rivets, Nuts and washers.

LONDON BOLT AND HINGE WORKS

London, Canada

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire
Insurance Agents

15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

The PARMENTER BULLOCH CO. Limited
GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,
Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

Keep your show windows free from frost this
winter by using C-TRU. Money back guarantee.
Nothing to put on the plate. Remember it's
guaranteed. Write to-day for particulars.

Paul A. Poitevin

Cornwall, Ontario

B-H Paint Prestige

Has been built up by long years of persistent adherence to quality. When we appoint representatives to handle our lines in districts where we are not already represented they share in our prestige.

If You Become That Agent

we will place in your store a product whose reputation is unquestioned and for which consumer demand is sufficient to move the complete stock off your shelves every season.

This characteristic "B-H" quality which has resulted in an ever-growing demand for our products will also bring in an ever-increasing paint business for you as our agent.

You will receive the undivided support of this firm in acquiring the paint business of your locality, because ours is actually an *exclusive* agency.

For particulars as to arrangements we are prepared to make for new agents, address:

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CANADIAN HARDWARE JOURNAL

Published by The Commercial Press, Limited, 32 Colborne St., Toronto

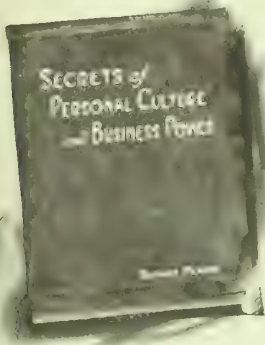
Who also Publish: The Retail Grocer and Provisioner, The Retail Druggist, Canadian Furniture World and The Undertaker, Canadian Manufacturer, Canadian Builder and Carpenter, The Canadian Clay-Worker, Motoring, Electrical Dealer and Contractor.

Vol. 8

TORONTO, DECEMBER, 1916

No. 12

Secrets of Personal Culture and Business Power



Life is simply a matter of concentration. You are what you set out to be. The things you read to-day are the things you become to-morrow. You are a composite of the things you say, the books you read, the thoughts you think, the company you keep and the things you aspire to become.

"Time is your only asset. Each moment is a golden treasure, and the way you spend it shapes your life."

**BOXED
\$2.00**

THIS is one of the best investments any man can make, whether he be a merchant, buyer, salesman or clerk, for it tells him in plain everyday English how to use his time that he may profit to the greatest extent. Every statement made in the volume is based on actual experience and applies to conditions as they are to-day. As one reads he cannot help but feel the uplifting effect of these stories and many hardware and manufacturing concerns have distributed copies among their employees to increase their efficiency.

A list of the titles of the 58 straight-from-the-shoulder articles is given in the table of contents which follows. The volume contains 170 pages 7 x 10 inches in size. It is printed on tinted linen paper with gold edges and bound in ooze lamb with title stamped in gold. Each copy is neatly boxed.

CONTENTS—As It Seems to Me; Life's Illusions and Realities; The Refining Process; The Effect of Business on Morals; Shade Trees and Day Dreams; To Exist is Not Enough—We Must Live; Enemies Are Assets; The Force That is Molding a World; Intellect Has Replaced the Crystal-Gazer; Penalty of Originality; Explanations and Apologies; The Walking Delegate of Discontent; All Civilizations Are Built on Business; A Person and a Personality; The "Illusion" of Success; The Sons of Men; Eliminate the Failure; Men and Pygmies; The Mischief-Maker; Folly Is the Key to Wisdom; The Man Whom I Shall Not Fail; Alleys and Ash Cans; The Man of Life; The Ruby Stone; The Receipts of the Till; The Man Who Can is the Man Who Does; Your Vision is Not Limited by What Others Have Seen; You Are if You Are; The Army of Failures; My Mind to Me a Kingdom Is; Making Good and Making Excuses; Your Troubles Are Made in Your Own Workshop; The Dividing Line; The Idler; The Builder's Trowel; The Tallow Candle and the Electric Light; Weeds and Flowers; The Secret of Personal Influence; What Men Fight About; The Advice of a Man Who Cannot Hold a Job; The Text-Book of Mistakes; Our Backs Are Bent from Useless Toil; Why the Brain Goes into Bankruptcy; Shedding the Cocoon; We Pay Taxes on Idle Brain Matter; The Intellectual Failure; The World Changes as We Change; The Demi-Tasse of Life; The Gossip Microbe; The Phantom of Fear; Only the Plan That Fails Must Be Explained; The Fixed Star of Courage; Poverty was Never Included in the Scheme of Life; The Pursuit of Happiness; The Seven Mistakes of Life; Memory; The Rules of the Game; A Disease of Personality.

176 Pages

7 x 10 inches.

Flexible Leather

**THE COMMERCIAL PRESS, LIMITED : TORONTO, CAN.
32 COLBORNE STREET**



It's easy to get a good Brush Trade
if you handle

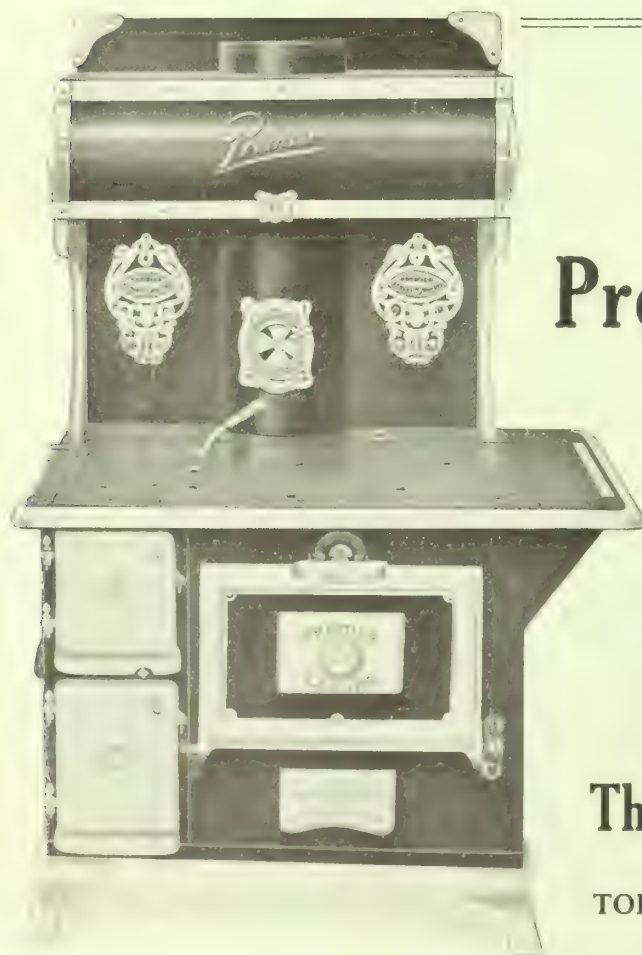
The Meakins Line

It contains material and workmanship of the highest grade and satisfactorily fulfills all demands for a good brush. **You'll find this a very profitable proposition.** Drop a card for catalog and full particulars.



Meakins & Sons, Ltd., Hamilton, Ont.

Warehouses: Winnipeg London Toronto Montreal



DAVIDSON'S

POPULAR

Premier Leader Range

The most popular Range in Canada on account of the exceptional value for the money, but it is only one of the Premier family of Canada's Foremost Ranges.

There is a Premier to meet every demand, whether it be for a steel or a cast range, one fully dressed or one strictly plain. The Premier Leader is made square or with reservoir. The price will surprise you. Write for particulars.

The Thos. Davidson Mfg. Co.

LIMITED

TORONTO

MONTREAL

WINNIPEG

MADE IN
PREMIER

CANADA
GALVANIZED SHEETS

A few reasons why you should specify now for your Spring requirements "PREMIER" GALVANIZED SHEETS.

"Railroads congested and will be even worse—Coal, Coke and Pig Iron scarce and advancing daily means higher priced steel to make sheets.

Spelter again advancing in cost—Labor cost rising right along—All supplies more expensive and almost impossible to secure some at any price.

*If you're lucky
your jobber will take your order."*

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Limited
Hamilton Ontario

You can put a stop to faulty hot water systems by installing

It is a positive remedy that is easily applied to the open or closed systems of hot water heating. Entirely automatic.

Connects with one-inch nipple to outlet of expansion tank.

Makes a hot water system equivalent to a low pressure steam plant.

Increases radiation from 25 to 30% with same firing.

Reduces the size of pipes and fittings.

Temperature of water can be varied up to 250 degrees.

A top-notch profit producer.

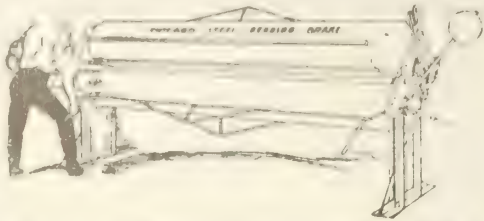
Particulars on request.

The James Morrison Brass Mfg. Co., Limited
93-97 Adelaide St. West, TORONTO

The Knickerbocker Generator



Bring Your Shop Up-to-date



Chicago Steel Bending Brake

Installed in your shop will increase its efficiency and raise the quality of its output. The large number of Chicago Steel Bending Brakes that are installed throughout the country is a testimonial to its worth. If you are interested in a first-class Sheet Metal Bending Brake, write us.

*Attractive Catalogue and Price
List on Request*

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Chatham, Ontario **LIMITED**

WE MAKE ONLY THE BEST

WIRE NAILS

IN STEEL HOOP KEG

WIRE BALE TIES

for baling hay and many other things.

Fence and Poultry Netting Staples

WIRE

Bright, annealed, coppered stove pipe, liquor finished, square, etc.

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HAMILTON, ONT. **Limited**

A. T. Diggins, Stair Bldg., Toronto
Geo. W. Laidlaw
Vancouver, B.C.

H. E. O. Bull, Montreal
Harry F. Moulden
Winnipeg, Man.



BIG PROFITS LIE IN BIG ORDERS

If you could sell a gross of ash cans to a single customer; if you could do a month's business in one day; you would certainly bend every effort to secure that kind of orders, wouldn't you? The unusual profit they would bring would make it well worth your while. And yet, right in your locality there are many such orders waiting for you to turn them into good and tangible profits—Stores, Schools, Colleges, Churches, Halls and private homes, waiting to be beautified permanently with

PEDLAR'S PERFECT METAL CEILINGS AND WALLS

A single order means not only a month's profit in a day, but a job your tinsmith can handle as well. Profits both ways.

Pedlar's "Perfect" Metal Ceilings and Walls are moulded sharp and clear on steel dies. Made to fit with such accuracy, no joints, can show or come apart. Can be painted any tint or shade, and will last as long as the building—dust-proof, vermin-proof, fire-proof and sanitary.

Two thousand styles and Period designs—styles that will harmonize with the particular height and size of any room.

Right now, when so many are considering interior improvements, is the best time for you get started on these good orders. Send to-day for our beautiful Wall and Ceiling Catalogue, free to dealers who want to go after this profitable trade. Write for it to-day.

The PEDLAR PEOPLE Limited Executive Offices **OSHAWA, Ont.** Established 1861
and Factories

Branches: Montreal Ottawa Toronto London Winnipeg Vancouver

"TIGER" WHITE LEAD

The Lead With the Spread

PROMPT SHIPMENTS MADE

PACKED IN 12½, 25, 50, 100 LB.
IRONS AND 500 LB. KEGS.

The Steel Company of Canada, Ltd.

HAMILTON	MONTREAL	TORONTO	WINNIPEG
VANCOUVER	VICTORIA	HALIFAX	ST. JOHN

PEERLESS Ornamental Fencing

IT is easy to explain the merits of Peerless Ornamental Fencing to a prospective customer. There are so many things in its favor. First, it is really an ornamental fence; second, it is an economical, and at the same time, durable fence; third, it beautifies home surroundings and presents a splendid appearance. Gate and fence match well together. Then, too, there is money in it for you.

Peerless Ornamental Fencing

not only protects, but beautifies property as well. Every stay is made of strong, stiff wire that will not sag. Our fencing is made from galvanized wire. Peerless fence is easy to erect, and will hold its shape for years to come.

Send for Dealers' Proposition

Get our literature showing many beautiful designs for lawns, parks, cemeteries, etc.; also ask about our farm fencing and gates.

The Banwell-Hoxie Wire Fence Company, Ltd.
Winnipeg, Man., Hamilton, Ontario



Making Oil Measure Itself

When oil must pay a profit it must be handled right. Too often oil loss is discovered only at inventory time—then too late to do any good.

Oil "loses" itself in many ways. Generous measure, spillage, leakage, evaporation and "oil barrel" waste all eat up good profits. Besides, old-time methods of handling mean oily premises—slip-shod, "guess-work" methods.

All of this is done away with when paint oils are kept in

BOWSER
ESTABLISHED 1885

Safety Oil Storage Systems

Air can't play across the oil. Formation of "foots" and "fats" reduced to the absolute minimum. No evaporation, absorption or congestion. No muss or loss in handling. Oil is measured and checked as sold. No "mistakes"—no lost profits.

For thirty years Bowser has been solving oil storage problems. You need a Bowser system in your establishment. Ask Bowser to tell you about it and of the concerns that are Bowser-equipped. Costs nothing to find out. Saves money.

Write to-day. A Bowser System compels profit-making efficiency.

S. F. Bowser & Co., Inc.

Engineers, Manufacturers and Original Patentees
of Oil Handling Devices.

TORONTO - ONTARIO

Sales Offices in All Centres—Representatives Everywhere



"YANKEE" VISE

No. 1993

WITH SWIVEL BASE

*A Great Little Vise
For a Big Lot of Work*

An entirely new feature in vises, quickly appreciated by Tool Makers, Machinists, Electricians, Amateurs, and all users of high-grade labor-saving tools.

Quickly detached from swivel base by the turn of a set screw; and being accurately machined all over can be used in any position as a jig for special work on drill press, shaper, etc.

Holds work rigid at any angle with use of the special grooved block.

The swivel base is easily and firmly locked and released in any position by a short movement of lever at the side.

Jaws $2\frac{3}{4}$ " wide, $1\frac{7}{8}$ " deep,
opening $3\frac{1}{8}$ ", Base $7\frac{1}{2}$ " long.

Your Jobber will supply you

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.



Efficient Workmen

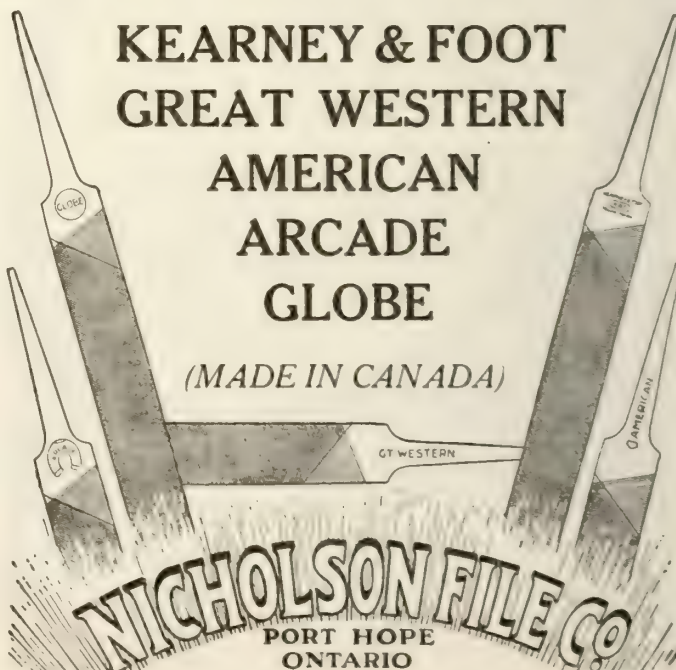
Prefer the

"Famous Five" Files

Therefore, it is good policy for you to sell them, because, when you carry the "Famous Five" the mechanic knows that your judgment on tools is sound, and he is likely to come to your store, not only for files, but for other tools he needs in his shop.

It is just as well to specify the "Famous Five" when ordering from your jobber.

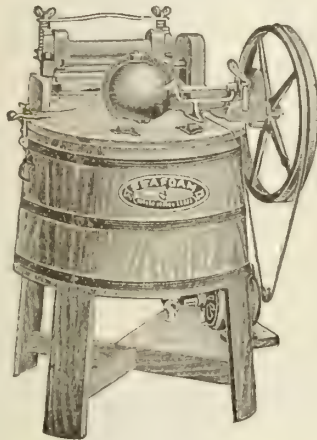
The "Famous Five" Are:



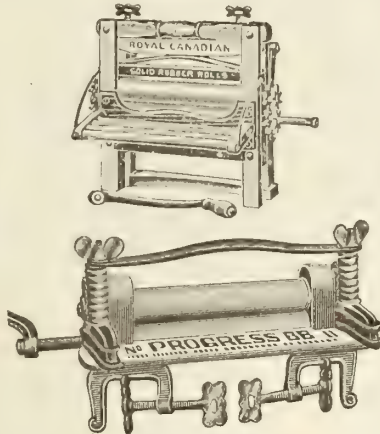
No Woman

will hesitate to pay the price asked for a Washing Machine or Clothes Wringer.

If you show her the Easy Running, Perfect Working Qualities and Reasonable Prices, she's sold.



Electric Power

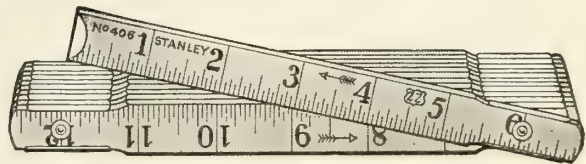
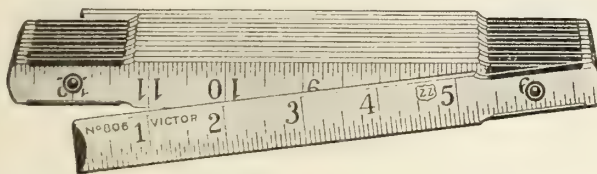


Water Power

Cummer-Dowsell Limited, Hamilton, Ont.

Make a machine to fit every purse

Stanley Tools



"ZIG ZAG" RULES

The term "ZIG ZAG" as applied to folding rules made of flexible wood is a trademark belonging to this Company. This trade-mark is stamped on the rules either at full length or in its abbreviated form "ZZ."

The Joints used in "ZIG ZAG" rules are made in two distinct styles, the Concealed Joint, in which there is no hole through the wood, and the Rivet Joint, in which the rivet is carried through both wood and joint.

Both styles contain a stiff spring which holds the rule rigid when open, even in the longest lengths.

Several other patented features add special value to the Stanley and Victor rules.

Made in all standard lengths and finishes.

Be sure your stock of Folding Rules all bear the name "ZIG ZAG" or "ZZ."

Manufactured by

STANLEY RULE & LEVEL CO.
NEW BRITAIN, CONN. U.S.A.

The Best Books for Hardware Retailers

Hurst and Nowak's Hardware Show Card Writing

"HURST AND NOWAK'S Hardware Show Card Writing" was written by experienced hardware show card writers. It is a treatise on the origin and history of letters. It is a fund of practical information that will enable the beginner to make the most rapid progress, and is written in clear, understandable English, and illustrated by examples of hardware show cards that can be put to actual use as the work progresses. There is not an unnecessary word in it.

Contents—Outline and Materials; Single Stroke Gothic; Slanting Gothic Letters; Spurred Egyptian Alphabet; Double Stroke Egyptian; Single Stroke Roman; Single Stroke Script; Outline Roman; Air Brush Work; Soennecken Pen Work; Artists' Single Stroke; Payzant Pen Alphabets; More about the Air Brush; Modernized Dutch Alphabets; Thick and Thin Outline Alphabets; Spur and Combination Alphabets; Condensed Air-Brush Old English; Round and Semi-Round Writing Alphabets; Vertical Single Stroke Alphabet; Block Letter; Skeleton Alphabet; Modified Old English Single Stroke; Single Stroke Block Letter; Brush Outline Script.

179 Pages. 7 x 10 ins. 131 Figs. in Text, 32 Full Page Plates. Cloth. \$2.00.

Baillet's Overhead Expense and Percentage Methods

THE information on the cost of doing business given in this pocket manual is worth a fortune to the man who is running his business without an accurate cost system.

Many men who think they are making 10 to 25 per cent. on every job, and they have lost money at the end of the year because they failed to figure the proper overhead expense and include it as a part of the cost of every job.

The principles are so clearly explained, by using actual examples from different shops, that any Builder, Contractor, Plumber, Sheet Metal Worker or Merchant may use it in his business.

Contents—Overhead Expenses; Percentage Methods; Questions and Answers on Overhead Expense and Related Subjects; Proportioning Overhead Expense; Comparative Overhead Expense; Statements of Ten Different Firms; Comparison of Overhead Expense; Statements of Business.

One Firm for Several Years; Value of Annual Synopsis of Business.

128 Pages. 4½ x 7 ins. 24 Tables. Cloth, \$1.00.

Goodwin's Improved Book-keeping & Business Manual

THIS is a complete, thorough "course" in modern book-keeping—a series of practical lessons in the actual, applied end of accounting. It deals not only with theory, but also with practical methods that are being used every day to open and close double entry accounts. In it are crystallized the best accounting methods, the best accounting shortcuts and time savers, the best circulation schemes used by expert auditors. It shows how to open a set of double entry books in almost any business; how to keep them; to close them; how to make monthly balance sheets; how to post quickly and accurately; how to make partnership statements—and all that pertains to maintaining a complete set of books for the smallest or the largest business. Further than this, it is regarded as an authority on all matters relating to corporation accounts and the opening of books for stock companies.

The busy hardware merchant can select a system to meet his requirements without going to the expense of hiring an expert accountant.

297 Pages. 7 x 10 ins. Illustrated. Cloth, \$2.00.

Secrets of Personal Culture and Business Power

THIS is one of the best investments any man can make, whether he be a merchant, buyer, salesman or clerk, for it tells him in plain, everyday English, how to use his time that he may profit to the greatest extent. Every statement made in the volume is based on actual experience and applies to conditions as they are to-day. As one reads he cannot help but feel the uplifting effect of these stories and many hardware and manufacturing concerns have distributed copies among their employees to increase their efficiency.

"Life is simply a matter of concentration. You are what you set out to be. The things you read to-day are the things you become to-morrow. You are a composite of the things you say, the books you read, the thoughts you think, the company you keep and the things you aspire to become."

"Time is your only asset. Each moment is a golden treasure and the way you spend it shapes your life."

176 Pages. 7 x 10 ins. Flexible Leather. Boxed. \$2.00.

Paris' Hardware Advertising for the Retailer

HERE, at last, is a book on retail advertising written specifically for the hardware dealer from his viewpoint for his individual advertising requirements—by an advertising man thoroughly versed in retail hardware publicity.

Contents—Preparation of Ad Copy; Illustrations and Engravings; Syndicate Cuts; Advertising Types and Borders; Newspaper Display Principles; Making the Layout; Proof Reading, Newspaper Advertising; Buying Newspaper Space; Newspaper Advertising Terms; Styles of Copy; Booklets, Mail Folders; Circulars; Package Circulars; Mailing Lists; The Store Paper; The Store Catalog; Streetcar Advertising; Bill Boards and Painted Signs; Talks to Salesmen; Window Displays; Stock Arrangement; Store Demonstrations; Show Cards; Personal Calls; Store Openings; Group Advertising; Holiday Advertising; Mail-order Principles and Methods; How to Meet Mail-order Competition; Special Sales and Cut Prices; Price Quotation; Furniture and Stove Advertising; Hardware Specialty Advertising; Summer Goods Advertising; Builders' Hardware Advertising; Sporting Goods Advertising; Tool, Cutlery and Agricultural Implement Advertising; Paint, Oil and Varnish Advertising.

184 Pages. 7 x 10 ins. 169 Figures. Cloth, \$2.50.

Hardware Store Business Methods

THIS is one of the most valuable collections of practical helps for the hardware merchant, the buyer and the clerks that has ever been compiled.

Contents—Rules and Regulations for the Hardware Store; The Hardware Buyer; Good Buying; Hints for Buyer; Securing the Correct Charging of Goods Sold on Credit; Conducting Sales to Avoid Oversights in Making Charges, Credits, etc.; A Broad View of Stock Taking; Good Methods in Stock Taking—I. How to Take a Quick Inventory; II. From a House in Wyoming; III. A Vermont Merchant's Methods; IV. From a Pennsylvania Merchant; V. An Ohio Method; IV. From a House in South Dakota; Suggestions in regard to Inventory; Price Book and Stock Directory; Prices and Catalogs; Arrangement of Catalogs and Price Lists; The Accumulation of Dead Stock; The Treatment of Clerks; Waste in the Store and How to Avoid It; Collecting Accounts; Keeping the Stock in Shape; Changing a Credit into a Cash Business; Sales Record of Cook Stoves; The Merchant and His Employees; How to Keep the Store Neat and Clean; Cost Marks; Averaging Retail Profits; Changing Business Conditions and How to Meet Them. Starting in Business—I. Getting Located; II. Buying Stock; III. Fitting Storeroom; IV. The Financial Department; V. First Year in Business; Profit Figuring System; Keeping Track of Shop Work.

227 Pages. 5½ x 8 ins. Illustrated. Cloth. \$1.00.

Roy F. Soule's Hardware Window Advertising

A NEW work, in which this vitally important subject is treated in a scientific and analytical manner. It is a complete course on the subject of Window Dressing.

This book has been prepared from material furnished by the most progressive hardware merchants in America during the past three years. It is bright, fresh, up-to-date, and interesting. The displays used in this book, for the most part, have been prepared by average hardware salesmen who have made the most of their opportunities and studied the art of window dressing. The things these men have accomplished are within the reach of any progressive retail hardware clerk who is truly desirous of making the most of himself and the most of his opportunities. To learn the underlying principles back of the more important displays shown in this volume will bring him returns worth twice the effort.

It is the guide that the window dresser and merchant has long looked and waited for and the one which, above all, will make profitable windows in all classes of stores a reality.

Contents—Introduction; The Ideal Window; Elements of a Successful Advertisement; Window Display; Classifications; Automobile Accessories; Builders' Hardware; Cutlery; Electrical Goods; Garden Tools and Seeds; House Furnishing Goods; Holiday and Memorial; Poultry Supplies; Paints; Refrigerators; Sporting Goods; Stoves; Tools; Sundry Displays; Store Fronts; A Model Display Window and Setting; Handy Helps.

359 Pages. 7 x 10 ins. 273 Figures. Cloth, \$2.50.

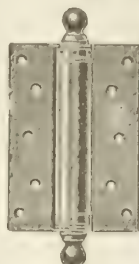
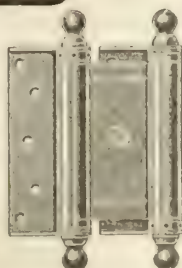
Send Order
Direct To

The Canadian Hardware Journal, 32 Colborne St., Toronto

ONLY

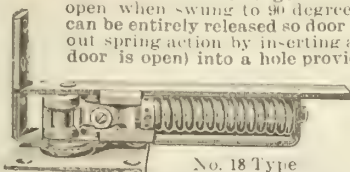
BOMMER

Double Acting SPRING BUTT HINGES



have the weight-supporting bearings correctly located to liberate the action of the springs, reducing breakage and increasing spring power, preventing unequal wear of the barrels, and giving practically unlimited durability.

Bommer Floor Surface Spring Hinge
Has Release and Holdback Features
and Ball Bearing and Alignment Device
Suitable for either double-acting or single-acting doors



The most durable hinge of its type, holds the door open when swung to 90 degrees. The spring-action can be entirely released so door will swing free, without spring action by inserting a wire nail (when the door is open) into a hole provided in the side plates.

The spring-action can be restored by withdrawing the nail.

No. 18 Type

Bommer Bros., Manufacturers, Brooklyn, N.Y.

Canadian Representative, Alex. Thurber, 290 St. Paul St.W., Montreal



DU PONT

POWDERS

ARE THE

Hunter's Reliance

FOR dependability and stability the Sporting Powders made by this century-old company have gained world-wide recognition.

This display of confidence is a proof of their popularity and enables dealers to simplify stocks and make quick and profitable sales.

DU PONT Sporting Powders are noted for their high velocity, penetration and moderate recoil.

The leading ammunition companies load Du Pont Sporting Powders. They are also sold in bulk in popular metal canisters.

For shells and bulk packages, specify Du Pont loads—the hunter's reliance and the best powders to sell.

E. I. DU PONT DE NEMOURS & CO.

Powder Makers Since 1802

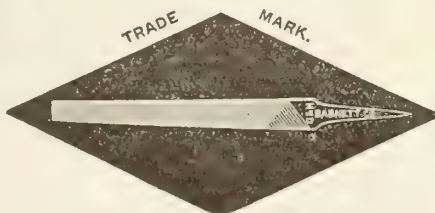
Wilmington, Delaware, U.S.A.

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions

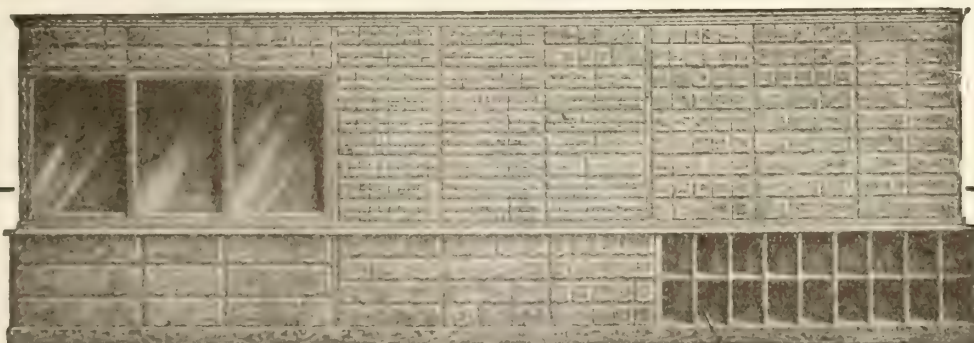


Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO, PORT HOPE, ONT.

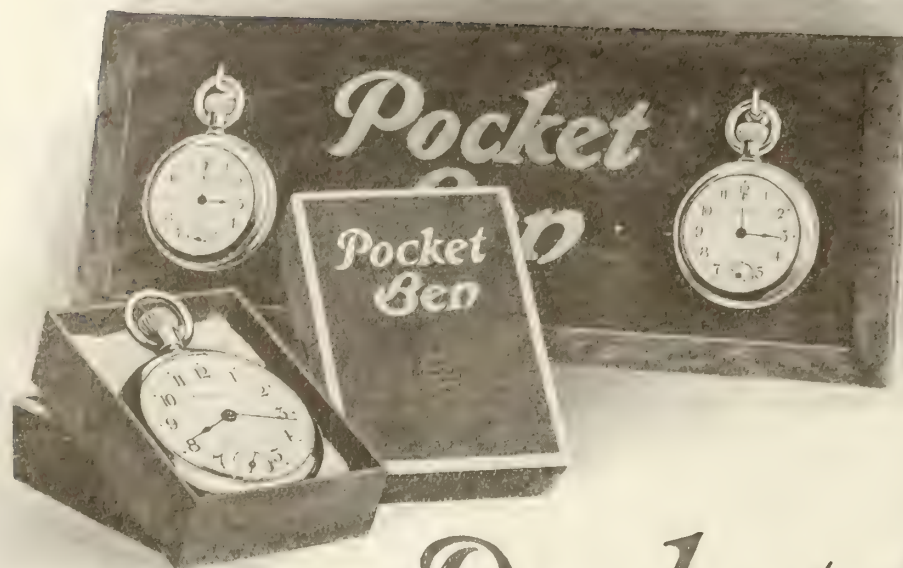


ATTRACTIVE, CONVENIENT, DURABLE, REASONABLE IN PRICE

Our Patented Metal Shelf Boxes will improve the appearance of your store, and will enable you to give your customers quicker and more efficient service. Advise us space you have available for shelf boxes and shelving.

and we will sketch out plan and give you our best price for same. Send for illustrated catalogue, it will interest you.

CAMERON AND CAMPBELL, TORONTO



Pocket Ben

A Westclox Watch

CAN you say Pocket Ben, or see that brown covered box, with the white corner edge and orange lettering, without thinking Big Ben?

Is it any wonder Pocket Ben has profited by Big Ben's six years of national advertising?

Is it any wonder that Pocket Ben has more business than he can handle comfortably?

He's on the job every minute making up every bit of material he can get his hands on, doing his best to supply his loyal friends.

Pocket Ben is well designed and finely finished. The case is nicely rounded

and well-proportioned; the dial, clear and distinct.

He has the same style, light running, reliable movement that makes *Westclox* so successful.

Each dozen is packed in a carton with two display cards and a novel display stand for your window or show case.

With an order for three dozen, at your request, we send a handsome walnut display rack shown above, a very attractive fixture.

There's a good margin of profit in Pocket Ben. The box and selling helps create a good demand.

Is it any wonder they sell faster than we can make them?

Furnished in nickel or gunmetal.

Western Clock Co.

La Salle, Ill., U.S.A.

Makers of *Westclox*

Toronto office, 58-64 Wellington St. W.

CANADIAN HARDWARE JOURNAL

D. O. MCKINNON
GENERAL MANAGER

JAMES O'HAGAN
W. L. EDMONDS
EDITORS

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VOLUME 8

TORONTO, DECEMBER, 1916

NUMBER 12

Business-Winning Methods for Hardware Dealers

Slates for special articles—Catering to men—Waste in hardware store—Christmas specials for indoor display.

AN Ontario dealer has two small slates that he hangs on either side of the entrance to his store on which he lists special articles he desires to call attention to. People notice them and many have got in the habit of watching for the messages on them. It is not uncommon to have a customer come in and ask for "Some of those —, mentioned on the slate."

WHAT MEN CUSTOMERS WANT

The average man doesn't expect any special favors when he goes into a store to buy goods. He neither wants patronizing condescension nor excessive politeness. The thing he wants is common sense talk and straightforward statement. He will buy the most goods where those things are accorded and he learns to depend upon the statements of the people who wait upon him. He wants to be treated on the square, and is always on the lookout for people whom he can trust. Then, too, a man wants quick service, and he'll go where he can obtain it.

WASTE IN HARDWARE STORE

Slow-moving stock is a serious waste, and every precaution should be taken to keep all items moving. It becomes a question of good salesmanship and not strictly one of efficiency. Items in light demand if kept in obscure places will very likely remain on the shelves until they have become obsolete or have passed into disuse. No item, however scant the demand, should be allowed to eat up its own profit on the shelves. The subject of turnover is not a question of the merchandise—it is entirely a question of merchandising—your method of merchandising. One must get into the habit of thinking ahead of the wastes.

A CHRISTMAS DISPLAY SUGGESTION

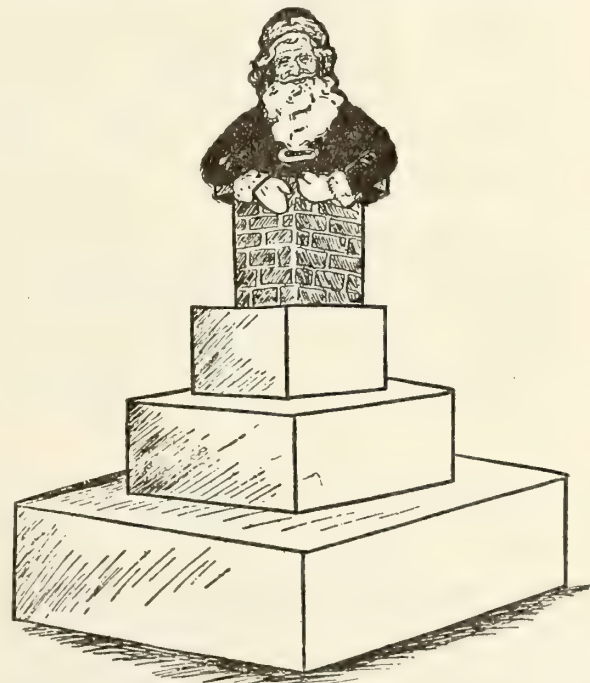
A platform for the display of Christmas goods may be in an open space on the floor or in a window. The best method is to build three platforms out of inch lumber and build them up in a sort of pyramid as shown in the accompanying illustration. These should be perfectly rigid.

The first platform should be about 24 inches, the

second about 18 inches and the third about 15 inches. All three should be covered with red cambric.

On the top build a framework in the shape of a chimney and cover with brick crepe paper, or mark bricks on the red cambric with white chalk.

Coming out at the top put a Santa Claus figure. **A**



Interior platform for displaying Xmas goods. Its construction is described in accompanying article.

Santa suit can be stuffed out for the body, mittens for the hands and a Santa mask and cap stuffed out for the head. If you can borrow an old wax head to use the mask on you can get a better effect.

WE WISH OUR READERS A
VERY HAPPY CHRISTMAS

Now for a Big Christmas Trade

Coats off for the final drive

By WILLIAM J. BRYANS

THE time is now at hand for the dealer to doff his coat, figuratively speaking, for the final drive of 1916. Business has been well maintained all along the line during the entire year, but in order to make the best possible showing when results are finally tabulated, it is essential that an aggressive campaign for business be conducted from now until the turn of the year.

Christmas, with its opportunities for increased trade, looms up prominently on the business horizon once more. It is hardly necessary to elaborate on what it means to the retailer. This has always been the busiest season of the year for the retailer, and there is no reason why the same thing should not be true this year, in spite of the world's war that is now raging. A good deal of money has been coming into Canada for war supplies, to the benefit of industrial centres, while the magnificent crops of grain harvested this year mean plenty of money in rural sections. In addition, the Christmas spirit will arise in all its strength this year, just as it has in every year right down through the centuries, bringing with it increased business to the retailer, especially the man who makes a real genuine effort to cash in on the opportunities presented.

The dealer who would get his full share of the big annual trade harvest would do well to go after it in a live, aggressive manner. A little ginger and pep, backed up by enthusiasm and real effort, during the remaining portion of 1915, will mean much in the final reckoning. All branches of business endeavor should be bolstered up and worked together in the bid for business. Advertising, display and selling staff should all be at their highest standard of efficiency and working in unison with the one big end in view—that of getting the maximum results, both in point of sales volume and profitableness out of the remaining portion of the year.

The greater part of the business journey of 1916 has been completed. We are now on the home stretch, with the finishing tape already in sight. Every dealer should put forth a supreme effort from now until the end of the year to come under the wire, a winner. A little effort all along the line during this period may mean a big difference in the year's results. It is worth working for and putting forth a strong effort to secure. Opportunities are not lacking by any means, as a sizing up of the general situation in Canada at the present time will drive home to the dealer in a convincing manner.

Opportunity is calling this year, as usual, and it behooves the dealer to rally to the call, buckle on his armor of endeavor, and go forth determined to secure his full share of the spoils. Canadian Hardware Journal in this issue aims to make itself a valuable assistant for the dealer in his Christmas campaign. In the following pages will be found a host of practical hints and suggestions of a practical nature, gathered from coast to coast by the editors to help readers in their bid for a big Christmas trade. These suggestions cover every branch of business getting, and with the dealer's own ideas, and backed up with the proper enthusiasm and effort, should make the Christmas campaign a most successful one.



How a Hull, Que., hardware firm emphasized their Christmas goods through a Santa Claus window display.

Work Windows to Limit During Xmas Selling Season

*Harvest season of the year for the retail dealer
and he should make most of his opportunities.*

FROM now until the end of the year is certainly the harvest season for the hardwareman, and during this period the window proves an exceedingly valuable agent in attracting trade to the store. It should be worked to the limit from now until the passing of Christmas, time and attention being given to arrangement and frequent changes of displays made.

—not only adding selling force to display but brightening up displays.

Cards can be used most advantageously both in the store and in the windows. Do not be afraid of changing them too often. They are silent salesmen that do not cost much and are very effective in results. Use plenty of price tickets. Price every article in the windows.

An Advantage of Small Window

There is such a thing as having a window too deep, with the result that people do not look at the goods at the rear. This has been proved by actual observation in departmental stores, but it is not a very common fault in small stores. The trouble is generally directly the contrary—the windows are not deep enough.

A complaint is sometimes made by clerks that the windows they have to work on are not large enough. With the small store this is not always a misfortune, as it allows a display to be devoted to one single line. The value of devoting a display to one line is so great that some trimmers divide their large windows into two sections by means of a neat, attractive dividing ledge.

Spend a Little in Fixtures and Decorations

A little money spent in decorations and fixtures for the window will be found a good investment in the



A Santa Claus suggestion for window display.

No dealer can afford to give anything but his best attention to his display windows.

Of all the seasons of the year when the window artist is called upon for good displays the holiday season is perhaps the most important. However, there is one feature greatly in the trimmer's favor, he has plenty of material with which to work.

The window display that bristles with attractiveness and reflects true Christmas spirit is the one that will prove the winner. The merchant who shows products in line with the holiday season in the most appealing way will benefit now as at no other time of the year. The yuletide offerings which include hardware items of a great variety should be well displayed to remind the shoppers that you sell the goods they are looking for, and for this reason the importance of a good window trim cannot be emphasized too strongly just at this time. During the holiday season more than at any other time people, buy "with their eyes." We must see to it that our merchandise is played up in the most attractive way.

USE PLENTY OF SHOW CARDS

The dealer would do well to use plenty of show cards in the Xmas campaign. They serve a double purpose



How window can be made valuable selling agent--another Christmas suggestion.

great improvement that a few fixtures or decorations make. A little tissue paper or velvet-draped pedestal or other small feature may be the "something" that

will set off the display and greatly increase its pulling value.

Too many window displays that are otherwise good fall down when it comes to the background. The rear should be built up in keeping with the display. If the goods cannot be used for this purpose a background of a decorative nature can be arranged to advantage.

Get Ideas from Other Stores

The trimmer should constantly keep his eye on other stores and notice what they are doing in the way of display. Even a store smaller than yours may have an idea of value or one that you can enlarge on with



How a western hardware dealer features cut glass for Christmas presents.

good results. For instance, a trimmer had a display of hunting goods with a camp scene, but it seemed to lack life. A display in another store suggested the idea of a camp fire arranged out of red tissue paper.

OVERCOMING THE FROSTY WINDOW

To overcome the frost on the window it is necessary to do away with any warm air in this window, says a writer in Retail Equipment. This warm air, as soon as it strikes the cold plate glass, condenses and forms either steam or frost in the window. If the air in the window is the same temperature as the air outside your trouble will be over. To accomplish this you will have to have your window closed so that it is air-tight from the back, with openings in front so that the cold outside air can ventilate through the window.

The old method of letting the outside air into the window was to bore holes through the sash, or pipe the air in through the bulkhead and up through the floor. This has been greatly improved upon by setting the glass in a metal moulding in which are small holes that serve both for ventilation and for drainage.

If the show window is enclosed and separated from the store proper, no ventilation is required other than this metal sash, provided the show window enclosure is made absolutely air-tight. In order to do this, the floor of the show window, the ceiling and the partition should be double and lined with building paper, and the door entering the show window should be made similar to that of an ice-box, having double rabbets and rubber weather strips. Where glass is used in the partitions it should be set with putty. We have made a careful study of the problem of ventilating the show windows so as to prevent the steaming and frost-

ing of the windows, and it is our earnest opinion that no amount of ventilation will accomplish this result under certain conditions unless the show window is enclosed from the store proper and made absolutely air-tight. The show windows are such an important part of the store that too much attention cannot be paid them. Many merchants realize in a measure the importance of their windows and try to meet the need by hiring good window trimmers and putting in elaborate displays and backgrounds. These same merchants often overlook the fact that in order to have this work most effective, that they should first of all put in a modern and practical set of show windows.

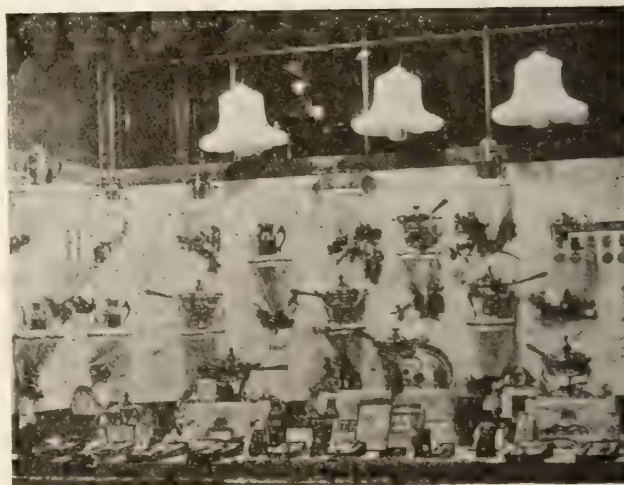
Few merchants have had much experience in show window building and this part of the new store building is apt often to be badly neglected. The window trimmer is a valuable man to take this matter up with, as he has given the subject much thought and is apt to know just how to plan windows best suited to your purpose.

IN DRESSING THE WINDOWS REMEMBER THAT

While window displays are admitted by all hardware dealers to be important factors in trade-building, yet there are some dealers who do not give this valuable sales-producer the care and attention which it deserves. This lack of enthusiasm regarding displays is due in most cases to the fact that the dealers do not fully appreciate the great benefits which result from a proper window display, and the influence it exerts in building up a retail business.

Ideas for new window displays can be found anywhere. When you visit a neighboring city, just take a look at the different show windows, note the difference in displays, and then think up a good idea for your own window. If you see a window display that pleases you, copy it, or think up something similar.

It is none too much to suggest that washing machines and the other appurtenances of the weekly wash day should be allotted window display space every few weeks. Placed therein, and exploited in a variety of different ways, they are constantly kept in the thoughts of the store's patrons. Stored in the rear of the sales



A Christmas window of silverware and plated goods.

room and covered, perhaps, with other wares, they are sold when asked for with no special effort given to their movement.

Store Window Lighting *versus* Window Illumination

Although a great many storekeepers do not realize it, there is a vast difference between window lighting and window illumination. The object in having a window display lighted at night obviously is to show off the goods to best advantage, and unless the lights are arranged to give proper illumination, this object cannot be attained. Some men never give the subject any consideration, and think that if a window is flooded with light they are doing the right thing. This is not correct, for the glare takes away from the effectiveness of the display and hurts the eyes of the people the display is to appeal to. This article gives instances of where bad arrangement of lights in windows wasted considerable money.

By ERIC A. FORSON

ONE day recently I heard a man, who is an authority on this subject, make the statement that not one per cent. of the store windows in Toronto (and I guess other towns and cities may be included also) were properly illuminated. (Note that he said "illuminated," not "lighted.") I asked him why and what he meant, and he said: "You come for a walk with me to-night and I'll show you." As I am interested in illumination I agreed to meet him that night and to examine and criticize the installations in the shop windows on one of the city's main thoroughfares. To make this article easier to write, I'm going to call my "companion for a night" Mr. Jones.

What Proper Illumination Is

At the appointed hour Jones and I met. Before starting out on our little stroll, Jones said:

"Now, you must understand what proper illumination is. Certainly the object in having lights in a window is to permit of the goods being seen to the best advantage after Old Sol has done his day's work and gone to rest. But only one out of every hundred merchants doing business to-day knows how this can be accomplished. Nearly everyone thinks that what is needed is one or more powerful lamps that will throw a bright light, and this idea is followed out in most cases. However, these bright lamps, arranged as they are in nearly every instance, throw their rays, not on the goods in the window, but on to the sidewalk and into the store interior. The reason of this is that the wrong type of reflector is used, and herein lies the secret of proper illumination—the use of the proper reflector.

"The reflector must be one that will diffuse the light rays evenly and focus them directly on the goods and not on to the sidewalk or into the store. Therefore, the best type of reflector would seem to be one that is more or less of a bowl shape and one that is so constructed as to throw the rays evenly and eliminate shadows.

"To my mind, the big, round, globe type is not suited for window illumination."

A Well Illuminated Window

The first store we looked at was a cigar store, and Jones said: "Now, there's a properly illuminated window." And in view of this statement, a comment on our first object of criticism, I began to think that my friend's assertion, that only one window in a hundred was properly illuminated, was not going to be borne out. However, subsequent events showed that he was right.

In this store the lights were arranged at the top of the window and down the two sides and tilted inwards

slightly, throwing the light in and down on the goods. Certainly the sidewalk was illuminated a little, but it gave a cheerful appearance and not that glare on the eyes that is altogether too prevalent. The man who made this installation showed he knew his business.

Overcoming the Glare

The next place we looked at was a drug store. Here the proprietor had two large lights, one in each window, enclosed in a frosted globe. There was a certain amount of glare from these, but it did not affect the customer, for, from the top of the window, down three feet, the glass was covered with a dark compound and white frosted letters put on this background. In this way the objectionable glare was done away with, and, at the same time, the owner got a lot of good advertising, for, with the lights directly behind, the white letters showed up excellently.

We continued down the street, and stopped in front of a fruit store. Besides the lights in the window, this fellow had a large arc lamp in the centre of the doorway. The result was a brilliant light over the sidewalk and half-way across the road. Perhaps a brilliant light is necessary in this particular business, in order to attract the eye of the passerby, but this is not very economical, for the city is supposed to light the streets.

Poorly Illuminated Window

We then crossed the road and inspected another cigar store. This one was not to be compared with the other cigar store, referred to above. The proprietor had two 100-watt lamps in the ceiling, but down both sides, at one-foot intervals, he had numerous small lights. This merchant certainly had a well-lighted window but a poorly-illuminated one, because of the glare and the shadows. Then, too, he was using more than twice as much power as he need have, owing to the fact that he was using carbon lamps around the sides. Again, if he had used suitable reflectors on the ceiling lights and used the same wattage in his lamps he would have got a better-lighted window and saved money on his power consumption; he could have done away altogether with his side lamps and saved 270 watts.

We next came to a grocery establishment. Here the owner had a huge lamp, enclosed in a frosted globe, which gave him an excellent light on the top shelf in his store and also on the sidewalk outside, but none on what he wanted to call attention to—his goods. The waste here must have been enormous.

Where Art Was Missing

Where art is sold one would naturally expect to find art, in all its forms, displayed. The writer has always

thought this way, but on the particular evening on which he took this stroll, his ideas had to be revised. We were walking along quietly when suddenly our attention was attracted to an exceedingly bright light across the street. The reflection even showed right across to our side of the street. From where we were we could not see what goods were being shown, and as this was a grievous fault, and as we were on a hunt for just such errors, we went across. When we got there the writer, quite naturally, looked to see what was making such a bright light. I looked for one second and was blind for five minutes. I moved down the street about four stores into a dark doorway in order to recover my sight. When I "came to," I asked Jones what blinded me, and he informed me it was a nitrogen lamp, with no shade of any description.

This lamp gave a great big splash of light that would attract a person standing three or four blocks down the street, and when they arrived to satisfy their curiosity, naturally the first thing they looked at was the source of the bright reflection. Result—temporary blindness and a "move on" without having seen what was displayed in the window. However, this light did one good turn. In spite of the fact that the owner of the store next door had no lights in his window, the reflection from this nitrogen lamp next door lit up his whole display, and he paid nothing for it.

A Contrast

In striking contrast with this store, we visited another photographer's establishment, and here one could stand for an hour without feeling the least effect of the light on the eye. The lights here were properly arranged and a suitable shade used.

Our next stop was at another drug store. Here, the fellow had excellent illumination, but he was wasting money. In a comparatively small window he had six 150-watt lamps, each equipped with a bowl-type shade. The effect was good, but if he had made use of a shade of a slightly different type he could have cut his light bill in half.

Another Waste of Power

A little further down the street we stopped for a moment in front of another cigar store, where the proprietor lighted his window by means of several 25-watt lamps strung down each side. These were turned in towards the goods, and while the glare was not as great as it would have been had this not been done, still there was enough to hurt the eyes. This man would have got a much better effect had he had, say, three lamps, of a higher candlepower, placed in the ceiling in a shade of the proper type.

COLOR SELECTION FOR WINDOW DISPLAYS

Contrasts of graded shades of one color are correct and are effective. In other words, you do not necessarily have to have a harmony of buff and red or green and white, but you can shade off a purple from a deep royal purple to a very light shade with white crepe paper for a trim and get a splendid effect. The same is true of other colors.

Dark colors should be used below light colors and never above them.

Never use more than three colors in one scheme.

If your window or store is dark, always use light colors. If your window or store is extremely light and sunny, some darker colors will give pleasing effects and will absorb some of the light.

Use soft shades where permanent coloring is pronounced.

Never put two floral designs near together.

When using crepe paper it can be made much more effective by ruffling it. This is done by running the edges between the fingers.

If the central color-scheme you desire is a blue, the following would give you some idea of color-schemes. Blue contrasted with yellow appears more brilliant. Blue contrasted with violet appears more green. Blue contrasted with green appears more violet. Blue with red is better than blue with green. Blue with scarlet is a good combination.

THINGS TO CONSIDER ABOUT THE WINDOWS

There are five important points to be considered about the window in which the display is to be made.

First—Its location. This, of course, cannot be changed, although it is a very essential factor in determining whether a display will be profitable or not. It stands to reason that a window located on a street through which large crowds pass daily is bound to sell more goods than a window located on a less populated thoroughfare. At the same time, clever window-trimmers have been known to make displays so attractive that people on the street talked about them and would go out of their way to view them.

Second—The dimensions of the window is another important point. Naturally, it is more difficult to arrange a beautiful and attractive display in a shallow window. Nowadays merchants very frequently remodel their show windows in order to give room for deep and practical window displays.

Third—The lighting of the window is a very important point, also. The shades should be arranged so as to do away with the glaring reflection of the glass. If possible, the window should be lighted at night with lights fitted with reflectors which throw the light upon the display and not into the eyes of the passerby.

Fourth—Ventilation is still another important matter, especially in winter-time. Unless a window is properly ventilated, frost will gather upon the glass and entirely destroy the effect of the display.

Fifth—Cleanliness is a point so obvious that it is surprising that any window-trimmer should ever neglect it. Yet, how many times you see an otherwise attractive window display marred because the window panes are dirty?

GETTING A LINE ON THE WINDOW

An interesting way to get a line on or test your window is to go outside and test the exact number of people who pass your store on the sidewalk in a certain time, say ten minutes in the busiest time of a busy day.

Note the number that go by.

Note the number that only glance at your window.

Note the number that hesitate in front of your window.

Note the number that actually stop and are sufficiently interested to look in.

Note the number that actually go into your store after looking into the window.

If you are in business to stay, you will find that tomorrow's development and success will be in direct proportion to the way you treat the children to-day.



Attractive front of the Mills Hardware at Hamilton, showing display of sporting goods and builders' hardware in a holiday setting.

Good Store Front Adds Prestige and Increases Sales

Businesses are made or marred by character of store front—Some suggestions that will help the dealer in considering his own store front.

THE value of putting up a good front is recognized in every line of endeavor. Appearances count for much, and nowhere is this more true than in the retail business. This is very strongly demonstrated in our large cities where businesses are made or marred by just the matter of the store front. I know of a store that carries a full assortment of goods in its line, gives good service and even has a very good interior, but has been unable to attain any degree of success for the simple reason that the front is poor. It is unattractive and forbidding, giving the public a bad impression and making it impossible to arrange window displays that sell goods.

How About Your Own Store Front?

Every dealer will be able to bring to mind cases where stores are greatly handicapped by poor fronts. And it is quite often the case that a merchant is able to pick flaws in the store fronts of other dealers, but does not recognize those in his own. A dealer gets so used to seeing his own store that he is unable to see its faults. You may be such a dealer yourself for you are only human. Therefore, when you come down to your store to-morrow, try to view it through the eyes of an outsider—a critical outsider. You may find that it falls down badly in its mission of attracting the public and making sales and requires a complete overhauling, at least, if you look at it in a critical manner, you cannot help finding some features that might be improved.

New Store Fronts That Pay for Themselves

There are hundreds of cases where a new front in an old building, or an alteration of some kind, has paid for itself in a very short time. If you are deciding to alter your store front, or if you are building a new store, give a good deal of attention to the matter. De-

cide on the type of front that is best suited to your locality and to your particular line of business. There is no set design that will produce the best sales results, but there are undoubtedly certain types that tower far above others in the matter of creating trade. Some comment on the various types may prove of interest.

Unless the store stands in from the sidewalk or the sidewalk is particularly wide, or the window very deep, it is generally agreed that the window floor should be in a raised position, so as to bring the goods on display more within the line of vision of the person looking in the window. Dealers have added a good deal to the selling power of the window merely by the alteration of the floor, so as to have the display so that it will be better brought to the attention of passing customers. The height of the window floor sometimes has to be raised to suit the class of goods on display. For this purpose some dealers have removable floors of different heights that can be changed when desired.

Double-decked Windows

Quite a few dealers have adopted the idea of a double-decked display window, with the main display floor raised up to a considerable height and a supplementary display space below. Most dealers using this style of window that the writer has questioned on the matter, express great satisfaction with them. One dealer stated that when goods are taken from the main display that they are arranged in the lower section. He says that many people will see the goods on display, are interested but not quite decided to buy. A second view might be the means of making a sale, and if they have been taken from the main display floor, they are still to be seen in the lower section. He considers this one of the greatest values of the double-decked window.

Ideas and Methods for Pre- and After-Inventory Sales

After the holidays or at beginning of year good time to take stock—Getting rid of slow sellers.

Before you have well recovered from the Christmas rush, inventory time will be upon you. Most merchants take stock either January or February 1. Then is revealed the weakness and strength of the store, for the final figures, if properly prepared and thoroughly analyzed, should tell a complete story of the year's operations.

As early as possible after the Christmas holidays should be devoted to getting the goods so well arranged that inventory can be taken with the least possible work and trouble. This arranging will bring out some items of merchandise that you know at once are slow sellers.

"Slow Sellers"

These should all be set on one side to form the basis of a pre-inventory sale. In preparing the advertising for this sale, it is well to be frank with your customers. If you have been absolutely truthful in your advertising; if you have not exaggerated; if you have not run cut price sales in and out of season, an announcement from you that in order to start the new year without any odds and ends and with only the most up-to-the-minute goods, will bring the people flocking to your store.

In the editorial at the head of the advertisement, state plainly that in preparing for the annual inventory you have come across a number of odds and ends; tell the people that there are certain lines that have not proven very good sellers in the past; inform your readers that, in order to "clean house" effectively and in the shortest possible time, you have cut prices to the bone.

Let them know that it is not a question of profits, but that you will be satisfied with less than cost in many cases, so that you can make room for the new merchandise that will soon arrive.

Simple Language Best

Word your talk in simple language. Give it that ring that can come only from speaking the exact truth. Then go after the prices with a vengeance. Put such figures on the old, shop worn, out-of-date goods, that they will simply have to move.

In a case of this kind half measures are no good. If a merchant has to take a loss, the sooner it is done the better. If he carries out-of-date merchandise on his shelves at its full value, he is simply fooling himself. So put a price on the goods that will have the desired effect.

Of course your stock of goods is all priced in plain figures. So get a bunch of red or blue tags, good big ones, and mark on them the sale price of the goods. This is an old scheme, but is effective just the same, for it enables the people to see just exactly how big the reductions are.

Now my idea of this pre-inventory sale is that it should be made up of real odds and ends. In other words do not place on sale at this time anything that is a part of a regular line in good repute.

Heap the Stuff on Tables

No attempt should be made to display the goods with the care that is taken in showing up a new line. They

should be heaped on tables and counters, so that people may have a chance to look them over and handle them.

So the whole stock can be gone over and the inevitable "trash" that, in spite of all care, will accumulate, even in the best conducted stores, made to furnish the basis for a rousing sale.

Now in addition to goods of this latter class will be found many items that cannot be called "trash," or really "stale," but still is not strictly up-to-the-minute. It would be folly to cut the price as deeply as on the other goods, but some inducement should be made so as to move it as soon as possible.

The After-Inventory Sale

Here is where the after-inventory sale comes in. The editorial in this case can be something along this line: "We have just completed taking stock of the goods in our store. We find that we have more — and — and — than we thought possible.

"Now this is all dependable merchandise. In fact it has not been in the store very long, but there are a bunch of bills that we want to take the discount on, so as to bring down our cost. In order to do this we must have some ready money.

"You can help us in this, and at the same time make a substantial saving for yourself by taking advantage of the real bargains in fresh dependable hardware, a few of which are mentioned below."

Here again price reductions that are worth while should be made and, as in the pre-inventory sale, distinctive tags should be attached to the goods, showing what the reduced price is.

These inventory sales should be so planned that they take place in the first three weeks of January if that is at all possible.

Starting the Year Well

In this way the year can be made to start out with a good showing instead of with small business, as is too often the case. There is no reason in the world why January should be slack and should not be made to show a reasonable profit. The latter not as big as other months owing to the fact that a good deal of the business will naturally be of the small or no profit order. But the people drawn into the store by the bargains on the left-over goods should purchase a fair share of merchandise that bears a good margin.

This article has been mostly devoted to the newspaper advertising and merchandise features of the sales. Those retailers who have mailing lists, and every hardware man should have one, can make good use of them in sending out in advance of each sale a good letter telling in a general way of the good things in store for those who will take advantage of them.

The teacher was waiting for some one in the class to give her a sentence containing the word "dis-arrange."

Finally Tony whose father sells bananas put up his hand.

"My fadder maka de fire in the morning. He geta mad. He say, Dama disa range!"

Ways and Means of the Christmas Advertising

Newspaper best as a rule — How to lay out the matter—The window important—How to display.


Of all methods of advertising newspaper advertising is the best as a rule. But the best results from that are only obtained when it is done well. And to do it well does not demand great skill. It just requires common sense. Every dealer knows how to talk to a customer when he has him face to face. And that, in the final analysis, is practically all he has to do when he is preparing his copy in order to talk to his customers through the printed word. The only difference is that he has to use fewer words and come to the point sooner. In some instances it may require much thought, but the object desired makes it worth while. Make the first line as arresting and as much to the point as possible and the introduction brief and explanatory. Then deal specifically with certain lines and the prices at which they can be obtained. To merely generalize by saying, for example, that Smith & Brown's is the place to buy Christmas gifts is not likely to interest anyone. What catches attention is an advertisement which gives specific information regarding goods that are suitable for Christmas gifts, and the price.

In pursuance of this idea it is well to devote some space or an occasional advertisement to grouping articles which will make suitable gifts for different members of the family and for male and female friends.

Another effective thing to do would be to prepare and have printed on cardboard or heavy paper a list of articles which make useful or appropriate Christmas gifts and distribute them about town. Copies of the same should also be pasted upon the interior of the window and in prominent places within the store. Such a plan will not only materially increase sales, but will save the time of clerks in waiting upon customers. The panel herewith shown might serve as a basis.


Window space is valuable at all times. But it is particularly valuable during the Christmas holiday season. Therefore every effort should be made to make the very best use of it. This can only be done by giving much thought to the subject. He is a wise dealer who does this and sets his clerks thinking.

In planning window displays it is well to keep at least two underlying principles in mind. The one is that the most effective window displays as a rule are those which are not crowded, but are so arranged that the passer-by can at a glance take them in. If he can take them in at a glance he is more likely to stop for a moment and study them. The other is to arrange definite days on which the window display is to be changed while the season is on. Otherwise a display may be allowed to run a week or more.




SANTA SMILES


*And brings good cheer
At this glad time of the old year.
Now at T. A. Cowan's fine big store,
There you are able to find presents galore*




An Electric Iron makes a Happy Housewife.



A Table Lamp makes a contented Husband.



An Electric Percolator makes a satisfied Daughter.



An Electric Lantern makes a delighted boy.

For Sale by

T. A. COWAN

81 COLBORNE ST. PLUMBING, HEATING, LIGHTING

T. A. Cowan, Brantford, suggests a present for each member of the family.

Practical Electrical Xmas Presents

Select Appropriate Gifts from the Following List

THE following suggestions of useful, appropriate gifts are given in order to make it easy to select articles for any friend or member of the family. With the rapid electrical developments in Canada an electrical gift will be greatly appreciated.

FOR MOTHER, SISTER AND SWEETHEART

Air heater
Battery candle
Battery lantern
Beauty lamp
Bed and boudoir lamp
Bell ringing transformer
Broiler
Candelabra
Casserole
Cereal cooker
Chafing dish
Coffee percolator
Coffee pot
Comb and curling iron
Combination cooker
Cook stove
Curling tongs
Curling iron heater
Cut glass portable
Dish washer
Disc stove
Egg cooker
Electric combs
Electric iron
Electric heaters
Electrically-lighted table clock
Electrolier
Fan
Floral decorations
Foot warmer
Frying pan
Glassware, globes and shades
Grid
Griddle
Grill
Hair dryer
Heated comb
Heating pad
Hot water cup
House lamp
Immersion heater
Indirect lighting portable
Massage vibrator
Mission portable
Oven
Piano lamp
Plate warmer
Polishing machine (motor driven)
Portable table lamp
Radiator
Range
Reading lamp
Reed or wicker portable

Sewing machine motor
Samovar
Silk shades
Stove grill
Staircase lamps
Teakettle
Toaster
Toaster-stove
Toaster-stove and griddle
Traveling iron
Tungsten lamps
Utility motor
Vacuum motor
Vibrators
Waffle iron
Washing machine
Water heater
Writing desk lamp

FOR FATHER AND BIG BROTHER

Alarm clock (illuminated)
Automobile battery lamp or lantern
Automobile foot warmer
Automobile heated grips
Automobile searchlight
Automobile trouble lamp
Battery lantern
Bed lamp
Bicycle lamp
Chair lamp
Chest of automobile lamps
Cigar lighter
Desk lamp
Drink mixer
Electric horn
Electric scarf pin
Electric watch charm
Flashlight pencil
Floor portable lamp
Fountain pen flashlight
Hand lamp
Hot water cup
Hydrometer for battery testing
Lantern attachment (battery)
Pistol flashlight
Portable table lamp
Pocket testing meter
Reading lamp
Table or reading lamp
Traveler's lamp, cord, and plug
Traveling stove

Tungsten lamps
Vest pocket flashlight
Vibrator

FOR THE KIDDIES

Battery lantern
Bicycle lamp
Christmas tree lighting outfit
Fancy fruit lights
Imitation nut lights
Bird lights
Animal lights
Figure lamps
Dark room lantern
Electric aeroplane
Electric bell
Electric engine
Electric scarf pin
Electric top
Electrically-operated boat
Ferris wheel
Flashlight
Flashlight pencil
Hand lamp
Low voltage lamp
Low voltage transformer
Merry-go-round
Permanent magnet
Telegraph instrument
Toy aeroplane
Toy automobile
Toy dynamo
Toy motor
Toy electric trains
Toy stoves
Toy telephone outfit

FOR THE INVALID

Battery candle
Bed lamp
Ceiling clock
Electric bath cabinet
Foot warmer
Heating pad
Hot water cup
Immersion heater
Medical battery
Medical coil
Milk bottle or food warmer
Nurse signal
Radiator
Toaster
Toaster-stove
Vibrator
Water heater
Water cup

If the advantages of electricity are not known to you, now is a good time to avail yourself of its advantages in contributing to the comfort, convenience, and happiness of the home.

Make Electric Stocks Complete for Christmas

Expect big business and get it—Reasons why the hardwareman should expect good trade.

TO-DAY there are hundreds of varieties of electrically operated household devices, from the electric range, the electric washer, the electric sad iron up to or down to the electric curling iron. This great progress in the manufacture of electric utensils has done much to lighten household duties, and it is no wonder, therefore, that many housewives as well as their husbands are now liberal purchasers of these useful and handy articles.

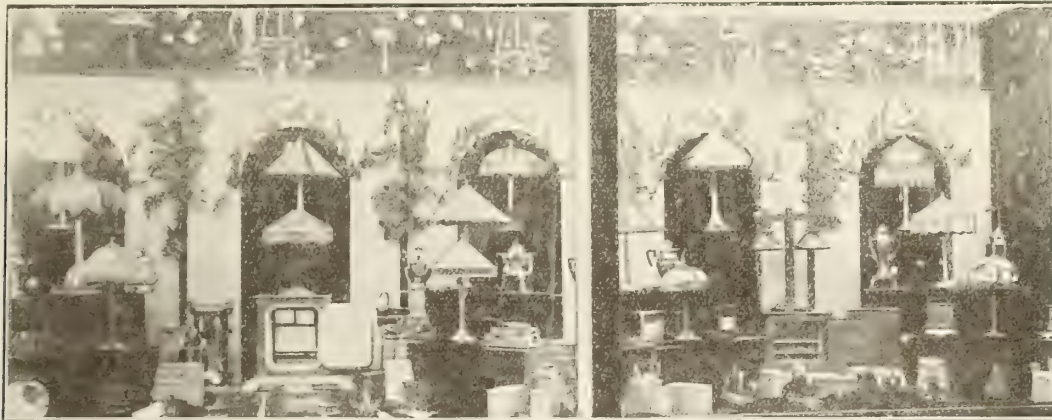
The extent to which electrically-operated household utensils are now being used probably is no more evident than by the fact that in many of the window displays of retail hardware stores special feature is made of such items as toasters, tea kettles, coffee percolators, frying pans, small table stoves, sad irons and many others—all operated by electricity.

And this applies not only to hardware stores in the larger cities but to many of the smaller towns in all

ONE of the first essentials of obtaining the greatest possible benefit from the Christmas trade, is to have an adequate stock of best sellers and a complete line of all the electrical lines.

Here are a few suggestions to get your share of the Christmas trade:

1. Put in a complete stock of electric appliances. Do not forget electric toys for the kiddies.
2. Make your store look "Christmassy." Put out a "Merry Christmas" sign.
3. Decorate the windows in real Christmas style using greens, holly and colored electric lights. Use an electric fireplace with the usual stockings, etc.
4. Have Christmas boxes in which to put goods which are intended for Christmas presents.
5. Have a number of Christmas cards and posters with holly decorations in the corners.
6. Offer to make deliveries on Christmas eve.



How the Ashdown Hardware Co., Winnipeg, last year featured electric goods for Christmas selling.

sections of Canada. It would seem, therefore, that the retail hardware dealer, generally speaking, is alive to the opportunity thus presented of featuring a new and up-to-date line of merchandise—a line which, to be sure, requires salesmanship, but which also yields the liberal profit without which a retail hardware store cannot be conducted successfully.

Retail hardware dealers who have not as yet taken up electric goods should make it a point to do so, so they may gain the prestige which always comes to the merchant who is the first in his locality to introduce a new, worth-while line, and it is well worth keeping in mind right here that this particular line fits into a retail hardware stock more naturally than in any other stock of merchandise. But just because it does is no reason why the retail hardware dealer should let the jeweler or general merchant in his town get ahead of him and work up a trade on electrically-operated utensils, for this sort of business comes only to the person who goes after it in the right manner, and it is, therefore, up to the retail hardware dealer to post himself on this line of merchandise and to go after the business as aggressively as he knows how.

7. Print lists of suggestions and mail to customers. Also wrap in all parcels being sent out.

8. Use generous space in the local papers.

GET AFTER THE XMAS DECORATION TRADE

Christmas trees and other holiday decorations are usually flimsy and inflammable, and the practice of previous years of lighting the trees with the wax candles was an open invitation to disaster.

Now, thanks to electric lighting, decorative outfits are available for the adornment of the trees that are danger free. They please the kiddies, while affording genuine relief of mind to the grown ups.

Dealers are now able to stock decorative lighting outfits consisting of a number of small incandescent lamp bulbs made in the form of birds, nuts, fruits, toys, animals, snow men and Santa Claus. The bulbs are attached to insulated wires covered with green braid, so that the entire outfit resembles a vine. This may be easily festooned among the branches of the tree. The wire deftly hidden and only the small safe lamps showing.

Catering for the Lighting Trade

Store front and
window displays
of the Martin
Electric Co. at St.
Catharines.

Below—

Interior of sales
rooms of Martin
Electric Co. F. W.
Martin, of this
company, is presi-
dent of the St.
Catharines Dis-
trict Electric Club.



Reaching Out for the Farmer's Trade

Dealers in small towns in good position to get more of this business—Have seasonable lines in addition to country wares.

IN reaching out for farm trade, the hardware dealer should not overlook the fact that the newspaper is one of his best weapons. The city man skims through his daily paper, but if the farmer may not read as much, what he does read he reads far more thoroughly. Actual experience proves that the average farmer reads and mentally digests practically everything in his paper. Often he takes a big city daily, supplements it with the local weekly, and subscribes to farm weeklies and magazines as well. This range of reading matter may explain to some extent why the farmer patronizes the mail order house. He reads mail order advertising in the city or weekly and in the farm paper; and it is usually better advertising than what the local merchant hands out through the home-town weekly. True, the local merchant nowadays is putting out far better copy than he did a few years ago; but it is up to him to put out the best copy possible, and to make a particularly strong appeal to the farming community.

Selling Sporting Goods in Small Towns

The retailing of sporting goods in small towns has attracted considerable attention of late. No man who has investigated the matter will deny that the opportunities for establishing a profitable business in small towns are favorable, providing the proper methods are adopted. The retailing of sporting goods is a man's game and should be played in a man's way. The dealer who has failed in a large town because of his indolent, shiftless methods will make a quick trip to the scrap-heap if he locates in a small trading centre and fails to improve his methods. There are many openings in the small towns where the climber will meet the success he merits; but the slider will travel down the greased incline so rapidly that his final downfall will produce an audible thud. We repeat; the capable man will find a good location for building up a sporting goods business if he starts out in a "live" small town.

Dairy Goods in Hardware Stores

Dairy supplies form a line that is becoming of interest to the hardware merchants in many places. A certain hardware company a short time since put in a complete line of dairy supplies, including cream separators, milk bottles, butter molds, bottle fillers, etc.

In introducing this line to the trade the company obtained a mailing list of all of the dairymen in the vicinity and sent out a letter stating that they had an announcement to make of special interest and profit to the dairymen of the district.

"We are putting in a line of modern dairy supplies," said the letter, and asked farmers who traded in the town to come in and inspect the goods. No invitation to buy was made at first, but in a short time sales started of themselves, which eventually, when pushed, made this an important department of the business.

Farm Trade Good in Fall

Never before, perhaps, was rural patronage worth going after. The crops have been good, probably not so large as in previous years, but prices are high,

and the farmer can well afford to buy new and improved articles for his home, his barn, and his farm.

Why not give a special service of a week, making appeals to them in various ways, through the local press, window displays, and personal letters. Have it generally understood that you are giving special bargains in hardware which can be guaranteed. That you are making special prices on quality goods which are reinforced by practical value. Remember that the farmer of to-day is not a "hayseed." He is himself in a measure a good judge of what you have to sell. Give him your confidence and it will not be so difficult to get his.

DEBT PAYING DAY

A little Western town recently slipped into prominence overnight because of the success which attended its first "debt paying day." The town has set aside one day in each year on which all debts are liquidated, or at least satisfactorily adjusted. All borrowed articles are returned and every citizen is expected to start in next morning with a clean sheet and a mental vow to stop borrowing, except in case of emergency.

This is a good plan. It might well be extended. There is no reason why a small community alone should profit from such an annual observance. It is just as adaptable to big business, as to small town neighbors.

THE HOME-PATRON'S CREED

I BUY at home because my interests are here:

Because, the community which is good enough for me to live in is good enough for me to buy in;
Because, I believe in transacting business with my friends;

Because, I want to see the goods;

Because, I want to get what I buy when I pay for it;
Because, my home dealer "carries" me when I run short;

Because, every dollar I spend at home stays at home and works for the community in which I live;

Because, the man I buy from stands back of his goods;
Because, I sell what I produce, here at home, and here I buy;

Because, the men I buy from pays his part of the town, and county tax;

Because, the man I buy from helps support my schools, my church, my lodge, my home;

Because, when ill luck, misfortune or bereavement comes the man I buy from is here with his kindly greeting, his words of cheer and his pocketbook, if need be;

Because, every dollar I spend at home gives me another chance at that dollar.

Here I live, and here I buy.

I Buy at Home

The Canada Cleanser Co., Ltd., Toronto, has obtained a provincial charter to make, buy and sell cleansing, washing and polishing compounds. The capital is set at \$100,000.

Turning Old Accounts Into Cash

Plans given in System by which retail merchants have aided or compelled their slow pay or doubtful customers to settle their indebtedness

By FRED COOK

WHEN a great proportion of retail business is done upon a credit basis the success of the average retail merchant depends in no small degree upon his ability to handle accounts. He must judge accurately to whom he may safely grant credit, to what amount, and for what period—and, when an account becomes overdue, he must know every available method for collection from the delinquent.

Experienced merchants agree that a system of limits is necessary for the successful operation of a credit business: first, a limit on the total amount of outstanding accounts—governed by the available working capital; and, secondly, a limit on the amounts and terms of payment for individual accounts—governed by the financial condition of each customer.

Indeed a system of limits properly applied to credit business can cut risks to the minimum; but it cannot bring in the old unpaid accounts left over from previous years. Many of these are fast outlawing, and it is a big problem to turn them into cash.

In many cases, the solution can be found through applying the experience of retailers who have been successful in handling this class of collections. Here and there one has discovered a new way to get money from seemingly worthless accounts. Equipped with a knowledge of the successful methods of others, the average retailer should be able to collect a portion of his "uncollectible" accounts.

Set Limit when Account is Opened

A merchant who did a \$35,000 business last year, three-quarters of it on a credit basis, and lost but \$150 in bad accounts, believes that an ounce of prevention is worth pounds of cure.

"I find," he says, "that the best time to talk to a customer is when account is first opened. Granting credit seems like a favor then. I make it plain that the terms will be rigidly enforced, and it is seldom that an applicant will not agree. Of course, it is necessary to use some discrimination in fixing the limit, but by learning a man's salary and the time of his pay day, I don't have much difficulty."

"That sounds very well," I answered, "but how are your clerks to know whether or not a customer is in good standing?"

"I arrange that too," he replied. "I use a filing cabinet for the original sales slips as an account register. The total is carried forward each time a new slip is made out, so the last slip always gives the total amount due. I attach a red cardboard showing the time and amount limits to the clasps that hold the sales slips in place. If the amount of the purchase added to that already owed exceeds the limit shown on the red card, the clerk notifies the customer."

Believes in Personal Calls

"I believe that most small-town merchants rely too much on the postage stamp to bring in their slow accounts," said the leading retail dealer in a New England town of two thousand people. "There isn't a retailer in the town whose books are more free from dead accounts than mine, and I know there isn't one in the lot that sends out so few statements. At best a letter

is only a substitute for a personal interview. So why write people when I can talk with any of them personally?"

"The first of each month I start out to see the worst delinquents in person. I take itemized statements with me to prevent disputes and to stall off any pleas for delay until the account can be verified.

"I find that when I look a man straight in the eye and talk with him, I am in a position to start something. In the first place, I always get his admission that the account is correct, and next, that he intends to pay it. Then I explain how much I need the money and urge him to give me a note, or at least a definite promise of payment—one that I can really depend on. And when a promise comes due, I follow it up with another call. When it comes to collecting old accounts I would not go back to the old system for several hundred dollars' worth of good reasons."

Make it Easy for Delinquents to Pay

"Make it easy for your delinquents to pay," said a general store proprietor known throughout his section as a successful money getter, "and you make it easy to collect old accounts.

"My first few years in business, it seemed as though I couldn't do anything with the accounts that slipped over the line into the slow-pay class. Finally I saw why. It was simply because I was making it hard for the delinquents to pay.

"One man who had fallen behind on account of sickness owed me \$25. I knew that \$25 in one payment was out of the question, but I felt that he would clear up the ledger if permitted to pay a dollar a week. The scheme worked so well that I tried it with others, explaining my willingness to be lenient and asking for the dollar or two dollars a week that I felt could be spared. By urging them not to wait until they could square up the whole amount, I commenced to get results, slowly but surely. In fact, installment collections have had more to do with my success in cleaning up old accounts than all other factors combined. They make it easy for the delinquent to pay."

OVERHEARD AT THE TELEPHONE.

A young lady out in the country, whose telephone is on a party line, took down the receiver the other day and discovered the line was in use.

"I just put on a pan of beans for dinner," she heard one woman complacently informing another.

She hung up the receiver and waited for the conversation to end. Upon returning to the telephone, she found the woman still talking, and then at last, becoming exasperated, she broke into the conversation.

"Madam, I smell your beans burning," she announced, crisply.

A horrified scream greeted the remark, and the young lady was able to put in her call.

There is only one man looking for the kind of fellow who stands still, and that man wears long whiskers and carries a scythe.

Canadian Hardware Journal

TORONTO

DECEMBER 1916

CANADA

The Grand Finale

The time is now at hand for the hardware dealer to launch his last grand drive for 1916 business.

Conditions are favorable for record business this year and a strong and aggressive bid should be made for it. A little extra ginger and pep put into efforts during the last month will mean much in the final reckoning. Window display, advertising and all other branches of business-getting should be worked to the limit and in unison during this final drive. Jump into the game with eagerness and enthusiasm. Make the most of opportunities.

Get ready for the holidays.

Have Plenty of Help

It does not do to be short-handed during the Christmas rush. When people are in the buying mood a

clerk may easily more than pay his day's wages during one spurt of business.

If at all possible only those who are acquainted with the business should be employed. A clerk who can't sell anything without requiring your attention is more bother than he is worth. If you have no one you can call on, why not get some one in for Saturdays and train them so that they will be valuable in handling the big final rush?

Advertising makes business when business is dull and holds business when business is good.

Xmas is Camera Time

Many cameras are given each year as Xmas gifts. Are you getting your share of this business? If

not, why not put forth an effort to cash in on it this year. Selling a camera means not only an appreciable sale and a good profit, but the building up of future business in photographic supplies and developing and printing.

There is no denying the fact that a camera is a pleasing gift that causes the recipient to remember the giver for years to come. Play up this fact in your advertising.

Courtesy pays as soon as presented. It's fun to be agreeable.

Gifts For Soldiers

There is a big sale this year for suitable gifts for men wearing the King's uniform. This business

can be increased by presenting appropriate suggestions in the right way. Some stores have arranged separate departments for the showing of these lines, while other stores are running frequent window displays with suggestions along this line.

Advertising should not be forgotten in this connection. By it you reach people who may never visit or pass your store. All means of suggestion should be worked together.

Flashlights to the Fore

As a real useful Christmas gift, flashlights stand out prominently. Sales however, will depend on the

extent to which the line is featured. Many dealers did a considerable trade in flashlights for gift giving last year and there should be a materially increased demand for the line this year as the public are each year becoming better acquainted with the many uses of this line. There is scarcely a person who cannot make good use of a flashlight. This fact should be driven home to customers by advertising and show cards.

The clerk who cultivates courtesy builds well.

Don't Neglect Staples

In the rush of Christmas business do not neglect the staple lines.

The aim should be not to have Xmas business take the place of regular trade, but merely be a supplement to it. By all means go after Christmas business for all you are worth, but remember there is a demand for staples during December just as surely as during other months. Go after both regular and special business.

Courtesy will smother a "sassy" customer.

How Mail Order Houses Get Low Postal Rate

An outstanding case illustrating how the mail order houses get their catalogues into the homes of distant consumers at a very low

rate was brought to light recently by the secretary of the Ontario R. M. A. When he was in Fort William, 67 sacks of catalogues—about 5,000 in number—were received in that city from a large mail order house in Toronto. They had been shipped by freight to Fort William, already stamped to the value of six cents, the cost of postage for local delivery. If these catalogues had been posted in Toronto, it would have cost 14 cents to send them to Fort William. Eight cents per catalogue or a total of \$400 was saved on catalogues shipped to one centre. Consider what a huge amount must be saved in all their catalogues sent out by this method, and consider also just how much revenue is lost by the post office department in allowing this and other mail order houses to evade the Post Office Act which confers upon the postal department the exclusive privilege of conveying and delivering mail matter.

When the war tax stamp was placed on letters last year, the post office department issued a warning against business men trying to avoid the extra postage by arranging for the delivery of letters through other means than the post office. Yet, they allow these big mail order houses to deprive them of revenue of huge proportions in the manner outlined above. Enough privileges have already been conferred on mail order houses—the inauguration of parcel post, for instance—without still further allowing them to escape the payment of postage similar to that which has to be borne by the smaller merchants and the public at large.

Brief Editorial Comment on Business Topics

By THE SCRIBE

The light of advertising puts the non-advertiser in the dark.

* * *

If you can't make a sale, at least make a good friend for the store.

* * *

Quote prices in your ads. even if they are regular prices. The price is something the customers must know before buying.

* * *

To get the full benefits of any trade-getting plan, it is necessary to get the selling staff interested and working together for its success.

* * *

When you omit the price from your ad. or display, you leave out the thing the customer is anxious to know and must know before buying.

* * *

Don't discard any department in your store without an investigation into it first to find out why it is not paying and if the trouble cannot be remedied.

* * *

The ability to identify customers by name immediately when they come into the store is a great asset. There is nothing else which helps one feel at home like being readily recognized.

* * *

Little deficiencies, no matter what they may be in—store methods, store appearance or personal manners—while they may not be as noticeable as the big ones, nevertheless count against you and so should be corrected.

* * *

Get away from ready-made, cut-and-dried talks about your goods. Too many men behind the counter get in the habit of reciting a set talk to customers instead of fitting the talk to the occasion and the customer.

* * *

A bright, cleanly store will do much to put customers in a favorable buying mood, but it can also be advantageously supplemented by bright and cheerful people behind the counter. Nothing discourages a customer from buying more than glum salespeople.

* * *

Every merchant should keep a pad on his desk on which he can make notes of any matters that require attention. A dealer's memory may fail him sometimes with unfortunate results. Every dealer can recall cases of this kind that could have been avoided by the use of a desk pad.

* * *

It will pay the business man to develop self-confidence in himself and his ability to conduct his business, providing it is not developed to the "swelled-head" degree. When it reaches that stage there are generally breakers ahead. Over-confidence has wrecked many a business.

* * *

The dealer should consider well before buying goods in large quantities. Quantity buying is to be favored only when a sale can be found for the goods within a reasonable time and can be secured at a sufficient concession in price to pay for carrying the goods—and a

little extra as a kind of insurance rate on the risk you run, for occasionally no matter what degree of care you exercise, you will encounter some little loss.

* * *

Who pays for the advertising? It is just as logical to ask who pays for the efficient equipment and practical business methods of any successful institution. Efficiency in commercial affairs is an economy. Advertising, which increases distribution, reduces the cost of doing business.

* * *

It is a funny thing but the average dealer gives little attention to the criticisms of his friends, forgetting that they are outsiders enough to see faults that he cannot himself, and yet are on terms sufficiently intimate to dare to make mention of them. The dealer would do well to give consideration to the criticisms of his friends.

* * *

Get right after sales from the very first of the season of demand instead of waiting for some other more aggressive merchant to get the cream of the business, leaving only the fag end trade for you. It is astonishing the number of retailers who wait for customers to ask for an article before pushing its sale. Instead of taking the initiative and featuring the article from the very moment that there is a chance to make sales.

* * *

The present is a good time to put a little extra money into advertising. Business prospects are good and it is the dealer who makes a worth-while effort to coral passing trade who is going to reap the richest. In enlarging your advertising appropriation, at the same time give more attention to the preparation of your copy. Spending money of itself will not bring results. You have not put something into your advertising and messages that will get the public attention and induce them to buy. When money is spent on advertising, why not cash in on it to the full.

THE STORE GROUCH

"No, I certainly do not want you to leave any advertising placards to hang up in the store," snapped the Store Grouch to the traveller who had thought to do him a kindness by presenting some beautifully lithographed cards featuring his goods. "What in thunder do you take this store for anyway—a junk shop for the storage of cards on every conceivable line of goods that I ever have handled or ever will handle, Why, I can't find half the goods in the shop now for the number of show cards that are hanging around here, dangling in my eye and shutting out the light. Do you think that this store is for no other purpose than to advertise your goods and swell the sale of your lines?"

"But you make good money on every sale of our goods," protested the traveller.

"Oh, Bah!" replied the Grouch.

As Viewed from the Business Office

THERE is as much reason for a retail dealer to study cost accounting, credits, insurance, etc., as for the large manufacturer.

SOME LITTLE BUSINESS HELPS

By D. O. M.

Check Your Cash on Hand

When was your cash on hand checked last? At what intervals is such a checking made?

It is an easy matter to neglect a simple thing of this kind, yet how often is it neglected or done in a haphazard manner!

Why not get down to sound business principles and see to it that this work is attended to regularly.

Allowances to Customers

Most retailers make certain allowances to certain customers. If you do this, do you keep a record of such allowances? Such a record does two things: it serves to guide you and your clerks in future relations with these customers and it provides a statement of how much has to be allowed from the difference between your cost price and expenses on the one hand and the selling price on the other. You may be surprised what these allowances come to in a year.

Keep Correspondence Files Correctly

Can you easily locate a letter written to you by a firm you buy from or from a customer say six months ago? If you can, you will save many an hour in the course of a year that the average retailer wastes. You should be able to locate in a few minutes any letter received this year and that has been worth keeping. If your system is not what it should be, correct it. The proper kind of files are cheap and the work of filing can be easily learned.

How About Insurance?

There should be a law to compel every merchant to carry ample fire insurance to cover the normal merchandise in his store, his furniture and his fixtures.

It is not your own lookout, unless you are in position to liquidate within thirty days all your liabilities in case of loss not covered by insurance.

One satisfactory sign of recent years is that merchants are paying more attention to this matter than they ever did before.

STOCKTAKING SUGGESTIONS

Stocktaking is primarily an inventory of goods unsold at the end of a financial year made with a view of determining the profit or loss for that year. Secondly it is, as it were, a spring cleaning. These two main facts are never lost sight of in hardware establishments. It is needless to say that the stock should be catalogued with the greatest possible accuracy, or that no dirty corners should be left untouched. The purpose of this article is rather to point out a few contingent facts and suggest uses to which stocktaking is not generally put.

The writer is of the opinion that stocktaking should be not annual, but bi-annual. It is not enough for the hardware man to know exactly how he stands once a year; an accurate knowledge of his position every six months would be of great advantage not only in checking leakages but in computing for insurance. And

furthermore an inventory taken every six months can be made use of for keeping stock by a method that will be shown below.

The drygoods man makes a practice of having a stocktaking sale—an example which hardware men might well follow. But the different conditions prevailing in the two trades make some alterations advisable. The drygoods dealer keeps a full stock of winter goods right to the end of the winter, and trusts to his sale to clear them out. He requires to close his season's business by getting rid of as much of his season's stock as he can, and with that end in view cannot but put stocktaking at the end of either summer or winter. With him there are no articles which he has to keep to supply a very limited demand; his stock at any point of time is either summer or winter stock—either fashionable or bad.

The hardware man on the other hand has different conditions to face. He has to keep a few lines in stock for which there is but small demand, and between these lines and bad stock there is sometimes only a very fine line. Although there are seasonable goods in a hardware store yet these are proportionately few, and the bulk of his stock is saleable all through the year. And he follows quite another procedure in reducing stock. For the few weeks prior to stocktaking he lets his stock go down as low as he possibly can without becoming right out of anything. Consequently, just when stocktaking commences, his stock is as low as he can reasonably bring it, and his justification for a stocktaking sale is not the same as the drygoods dealer's. His idea is simply and solely to get rid of bad stock, and he has to overhaul his shelves before knowing what has become bad stock since the previous stocktaking overhaul. Hence in a hardware store the sale should follow instead of precede the inventory. During stocktaking a note should be taken of all goods that are "sticking," and these should be pushed at the ensuing sale and kept in mind until next stocktaking.

HOW TO FIGURE PERCENTAGE OF PROFIT

If I should purchase a harness for \$39.64 and sell it for \$44.60, what is my percentage of profit and how do you figure it? wrote a general merchant to The Hardware Age. The answer given is below.

Taking the transaction stated above, the correct method of ascertaining percentage of profit is to subtract from the selling price of \$44.60 the cost price, \$39.64, which gives the gain in terms of dollars and cents as \$4.96.

The percentage of profit is found by dividing this amount by the selling price, which gives a percentage of approximately eleven and one-eighth.

It is perfectly obvious that if this merchant's cost of doing business is the average of about 17 per cent., he would be losing a very nice amount in selling the harness at the price given.

That the selling price, rather than the cost price, should be taken as the basis of calculations is doubtless evident to all merchants, in view of the arguments pro and con which have at various times found their way into the columns of the trade press.



The Paint Department in the Hardware Store

Making paint selling a profit-winning proposition—Co-operation with manufacturers—Hints and helps.

Simply arranged, attractive window, dressed by H. W. Reid for Moody & Son, Selkirk, Man.

PAIN'T is a commodity with a three-fold purpose. It is a beautifier, a sanitary agent and a preservative. As too often considered, paint is looked upon only as a beautifier. It is the greatest agent of this kind known to the world to-day. But this is an age of conservation, and in this connection paint plays its greatest role.

Virtually every hardware dealer in the country to-day handles paint. A few of them make a great success of it. Others handle paint merely because they contemplate it as one of the necessary evils of the hardware business. Whenever a dealer gets the broad viewpoint of the paint industry he makes his paint department a success.

The world to-day is facing a shortage of building materials. Our timber resources are rapidly being depleted, and this has caused a general advance in lumber prices which have covered the past twenty years. There is also considerable uneasiness as to the future iron resources. Once the lumber and iron resources are depleted they are gone forever. Paint will prolong their life and postpone their inevitable depletion.

Paint, considering its purpose, is one of the cheapest and most necessary commodities of the present day. It virtually costs nothing, as the values saved by its use are out of all proportion to its cost. Paint is the best kind of insurance. Fire insurance protects against a fire loss that may or may not come once in many years. A fire at best is only occasional and accidental, while the process of decay against which paint insures is as inevitable and certain as the laws of the universe.

Decay of wood or rust of iron, both virtually the same, amount to slow combustion. Paint will prevent decay and rust. The man who refuses to use paint is in the same boat as the man who refuses to throw water on the incipient fire.

The Field for Paint Business

Thus we see the greatest purpose of paint—the greatest field for its sale. When a dealer appreciates the proper value of this commodity and can keep its function as a beautifier from overshadowing its greater use as a preservative, he is on his way toward success in handling paint.

As to the field for paint business, few dealers comprehend the possibilities. Of all the structures in

this country capable of preservation by paint it has been found by careful survey that only twenty-five per cent. have the proper amount of paint. In other words, the field for paint sales is four times as large as the field which has been developed.

Think of it! Four times the amount of paint that is now sold should be marketed in every community. The average life of paint is said to be five years. What would it mean to the hardware dealer if every building in his community should be painted once every five years. That is as it should be. Knowing these facts then, what hardware dealer can say that he is doing the volume of paint business that should be his?

The average hardware dealer has too small a conception of the paint industry. He does not realize that it is one of the biggest in the country. He does not know, perhaps, that millions of dollars is invested for the mere purpose of manufacturing paint. And the annual output of these paint factories amount to nearly double the capital every year.

Extending Co-operation to Dealers

When the manufacturers have such vast amounts at stake, it isn't surprising to know that they will lend the greatest possible co-operation to the dealers who handle their paint. One of the principal aids extended the dealer by the manufacturer is the advertising in his local papers. This advertising is done for the direct benefit of the dealer's business and is done under the dealer's name. Many of the largest paint advertisers in the country confine their efforts to this form of publicity. It is good advertising for the dealer. It has a direct appeal from the dealer to his customer, and also has the added advantage of being prepared by the company's advertising department, which naturally knows how to put the "pulling power" into an ad. much better than the dealer himself. And then it costs the dealer nothing.

When a big manufacturing company can afford to go after its business in this way, does it not look reasonable that the dealer can get added business by going after it?

Manufacturers and jobbers also assist the dealer in following up prospects. This method calls for a little more co-operation on the part of the dealer. But even then all he needs to do is to keep his manufacturer or jobber supplied with the names of his prospects. Once

the dealer supplies the manufacturer or jobber with a list of prospects, the manufacturer will begin writing a series of letters in which every possible argument will be used to persuade the customers to buy from the local dealer.

Traveling salesmen for paint manufacturers are instructed to cultivate the acquaintance of painters, architects, contractors and the like, all of whom have considerable paint influence in the community.

Expert Advice to Customers

There are many other forms of help extended to the dealer, of which he should avail himself. Nearly every large paint company in the country is prepared to supply its trade with advertising matter in the form of circulars, booklets, color-cards, etc. Many houses supply their retail customers with letter-heads.

It is impossible to expect that the hardware dealer who must handle a great diversity of hardware items should be an expert in every line. But the manufacturers are prepared to extend expert assistance to their dealers. Virtually every manufacturing company of consequence has a decorative department. These supply technical advice to dealers, their customers and prospects. These departments are prepared to give special treatment in the way of color-schemes for rooms and interior work. This service is free to dealers, and any who avail themselves of it are certain to give their customers the best possible advice on paint combinations.

Paint is a broad term. It means much more than a mere outside covering for buildings. There are interior finishes, wall paints, varnishes and enamels. The average dealer, who cannot see much business in his paint department, doubtless would be surprised to know how much he can learn about his own stock. There are many home-owners in every community who would doubtless be in the market for interior finishes if the hardware dealer would only let them know the possibilities along such lines. The dealer should give his paint department some study.

For instance, some dealers have found it greatly to their interest to keep on the good side of all the reliable painters of their towns. It is not an infrequent occurrence to find that painters make the local hardware store their headquarters.

Going After New Buildings

Dealers who go after the paint business of their communities, keep in touch with architects and contractors. They watch the local papers for announcements of new buildings. Once they hear of a new building they go to the builder or the contractor and present the merits of their line of paint, and the business comes with very little trouble. The builder as a rule knows little about paint, and one kind is as good as another to him. Such persons generally accept the advice of their contractors and architects.

Another effective method of selling paint is by a personal letter campaign. A campaign of this sort properly managed will make customers of many owners of buildings who do not realize the necessity of painting them, and who doubtless think of paint only from the standpoint of beauty. Many who feel that the present fading coat will last another year or two can be made positive customers in this way. Letter-writing is comparatively easy and inexpensive. The dealer should compile a list of the owners whose buildings should be painted, then he is ready to begin his campaign.

INTEREST FARMERS IN PAINTING

Dealers generally value to a high degree the farmers' trade and especially since farming has become so profitable. There was a time when dealers of all classes shunned the farmers' trade as a general proposition. The general average of farmers represented a class of small buying power, but happily all these conditions have changed. To-day dealers are seeking the farmers' trade as the most profitable, and farm journals in many instances have published good articles concerning this branch of the consumers' trade. Believing many dealers would be interested in an article on paint written to the great American farmer the following is reprinted.

Well painted buildings are a sign of prosperity, thrift and good management.

"When we consider a farmer's application for a loan on his property, we always take into account the appearance of his buildings. If they are well painted and orderly, we will lend from twenty-five to fifty per cent. more than we would on property that looks shabby and untidy. Careless, slovenly people are generally slow to pay," remarked a banker recently.

TAKE CARE OF COLOR CARDS

All well organized paint stores do much good by taking care of color cards, and this makes the manufacturer, in turn, feel good because he realizes he has customers who get the most good out of the advertising matter sent them. Pages have been written on the care of color cards, but the same careless extravagance goes on. This is all fine for the color card manufacturers, but even they deplore a needless waste, and it is essential to their success that a proper use be made of them. Dealers who show a proper appreciation of the value of color cards, booklets, and other advertising matter and get the greatest value out of them are the ones whom any manufacturer will do his utmost to show his appreciation of. Co-operation is a great factor in commercial life.

AN INTERESTING LINE TO SELL

Of the big variety of things in a hardware store, paints and varnishes are certainly the most interesting lines to sell. There is no particular accomplishment, or enjoyment, in selling a package of tacks, or doing up a pound of nails, but I have never yet seen a real salesman selling paint who did not thoroughly enjoy it, because the selling of paint is interesting. It involves a study of which we can never know it all—we are always learning. The more we read, think, and talk about paint, the more paint knowledge we will have in store ready to be served over the counter, and there is always advancement for men who know. They earn more because they are worth more.

WINNIPEG ACCESSORY WINDOW DISPLAY

(Continued from page 35.)

Down on the floor was a wide assortment of accessories, ranging from individual pumps and tools to complete kits, lamps etc. The possibility of tiring the eye by an assortment too great was avoided well in the original windows. Price cards were not in such great numbers as to make it appear the price was more essential in selling accessories than quality.

The card lettering was done by a regular store clerk with some experience in letter work, and it could be reproduced easily.

Stock-taking in the Paint Department

Within the next few weeks most hardwaremen will take the annual inventory, including all the departments in the store. The tendency in some cases is to rush the annual stocktaking without paying much attention to the condition of the stock. Stock-taking can be made to serve many useful purposes. Besides showing value of stock on hand and other important information for the dealer, it can also be used to show the condition of the stock. This applies particularly to the paint department.

If a number of labels have become soiled or torn it is only a matter of a few minutes to take a note of the size of the labels and also the numbers. At little or no cost, new labels can be secured from the manufacturer, and when applied to the cans will greatly improve their appearance.

Dusting should also be a feature in the annual stock-taking. Dust will accumulate on the tops of the cans and should be cleaned off. Dustless dust cloths and mops are now used by a good many hardwaremen; these cloths and mops gather the dust instead of scattering it around.

Inventory time is a good time to inaugurate any changes which you think advisable to make in the paint department. It may be that a re-arrangement of the goods would make a wonderful change in the appearance of your paint department.

In some stores an inventory of the paint stock is taken every week during the busy season. One firm carrying a \$2,000 stock of paints makes it a point to have the stock taken every week, and two men can take stock of the full line in less than twenty minutes. This can be accomplished on account of the orderly arrangement of the goods, whereby the caller-off can tell at a glance just how many cans there are in each row.

The stock is taken every week in order to prevent loss of sales on account of shortage in any of the lines.

It is the aim of those in charge of the paint department to make as many sales as possible, and to always have a good stock of each color on hand.

In many of the smaller stores the stock is not taken quite as often, but it is important, nevertheless, that the small dealer should also have a complete range of colors in stock, in order to meet the demands of customers, and that the stock be neatly and conveniently arranged.

SHOW WOMEN HOW TO PAINT

The average woman who calls at the hardware store for paint, varnish or stain knows little or nothing of the practical work of painting. She is quite as likely to fail in her efforts to get good results as she is to succeed. But if she learns from the dealer how to apply the paint, etc., and if the work when completed pleases her, she soon becomes a steady customer.

BOOST THE PAINTING HABIT

There are sections of the country where the house-painting habit is particularly noticeable. This is in marked contrast to some other parts of the country where painting is the exception rather than the rule. In such communities it will be necessary to inculcate the habit of painting before the residents will generally decorate and protect their property. The dealer can become a power for good in this respect if he will push

the sale of paint in his locality. Half a dozen dealers in one centre all pushing paint and urging property owners to "paint up" can revolutionize public sentiment. They can elevate the paint standard so high that it will be a badge of dishonor for any property owner to allow his house to look shabby. The dealer is a missionary in this respect—a preacher of the virtues of good paint. Keep up the good work.

PAINT STOCK IN WINTER TIME

Naturally your sales of varnishes, stains, floor paints and other paint items intended for interior use primarily will continue throughout the entire winter. Care should be given at all times to see that you have a working stock of all shades and sizes of cans. While naturally the volume of business in these items is not as large in the winter as at other periods of the year, it nevertheless assumes a respectable size.

Do not make the mistake of thinking that winter means a complete cessation of paint inquiries. If you do, you are very likely to find yourself out of the shade or size can desired. This means the customer must needs go to your competitor to supply his wants. Is it not much better to keep your own stock on a small working basis, thus holding, instead of driving away, the occasional paint customer?—Hardware Trade.

GET BUSINESS OUT OF COLOR CARDS

Every year manufacturers of paints have been furnishing their local agents or dealers with color cards showing the various products which they manufacture.

These cards represent a great expenditure of both time and money on the part of the paint manufacturer, as well as being a source of no small amount of information to the retailer.

Rightly used, these same cards will pay ample dividends to both the firm which furnishes and the dealer who distributes them. Incorrectly used, they fail of bringing the returns which might reasonably be expected.

While naturally, each set of cards put out by the individual manufacturer is devoted more or less to a specific "boost" for the articles of his own manufacturer, they are broader than that as well, carrying a fund of useful information relative to paint and paint application which is well worth the study and attention of both the dealer and the ultimate user of the paint product.

WHY FARMER BOUGHT FROM CATALOGUE

Recently a merchant of one of the semi-large towns happened to see a farmer receive a box at the depot and noticed that it was from a mail order house. He also noticed that the goods were right in his line and the same as he had carried for some years. He immediately approached the farmer and said:

"I could have sold you the goods you have here for less money than the catalogue house and saved you the freight."

"Then why don't you do so?" said the farmer. "I have taken the local paper for a year and have not seen a line about you selling these or any other goods. This mail order house sends advertising matter to me asking for my trade, and they get it. If you have any bargains, why don't you put them in the paper so we can see what they are?"

A Pattern for an Inclined Branch Pipe

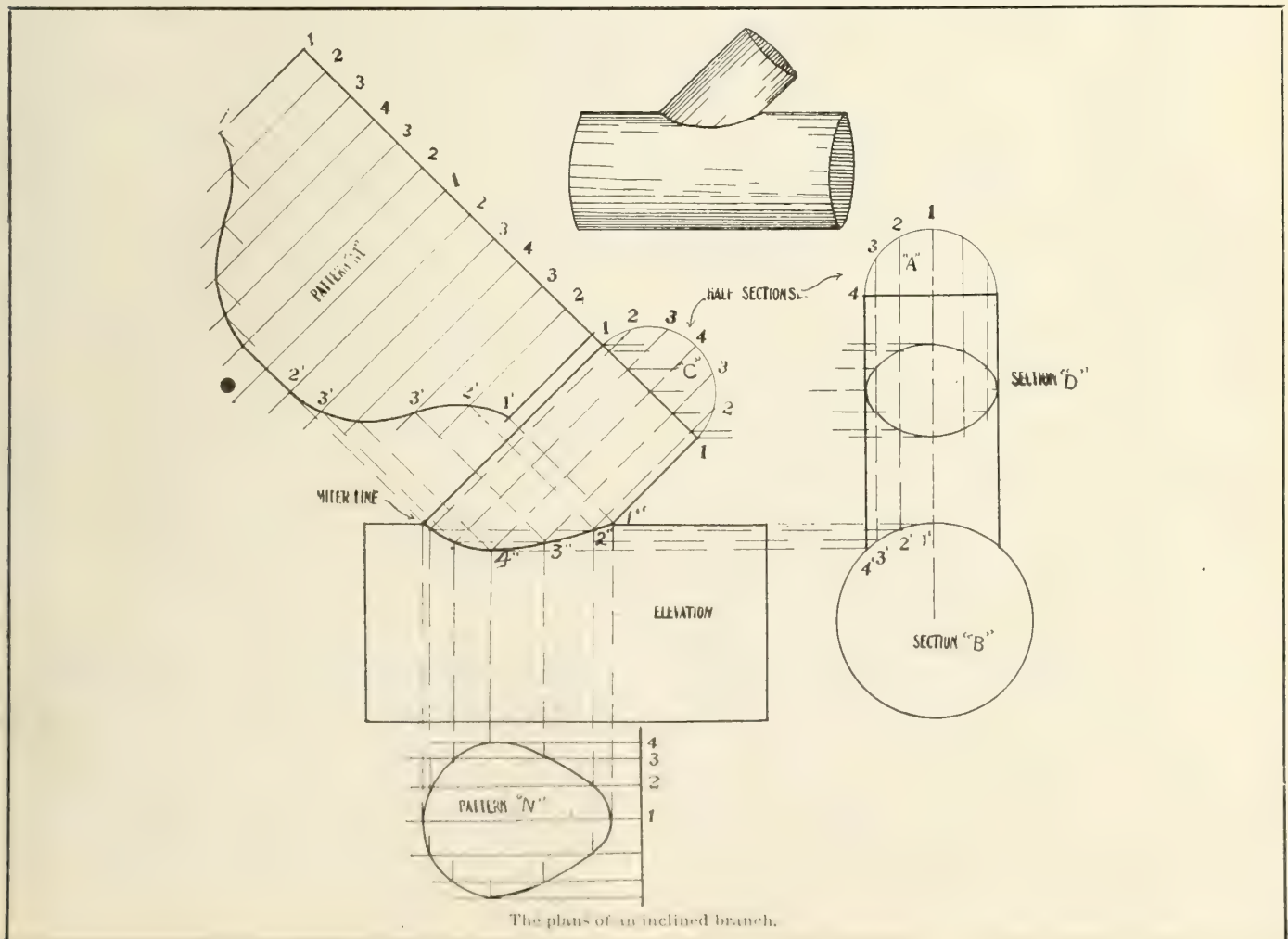
O. W. Kothe describes and sketches a pattern for sheet metal workers—Some hints worth knowing.

From the list of the exhaust steam system we require three inclined Tee branches of different diameters and one elbow branch from a 10 to 15-inch pipe and these are to intersect the main on the bottom, hence we have the accompanying drawing of the inclined Tee Branch which shows its development when applied to any given size, angle or diameter. To lay out these fittings first draw the end view as shown by section "B," and from the centre line describe the half section "A" and divide in equal spaces, and drop lines until they cut the large circle in point 1'-2'-3'. Next draw the side elevation, and draw the centre line for the branch to the 45 degree angle and describe the half section "C," and divide in the same number of equal spaces as was "A." From these points in "C" extend lines parallel with the centre of the branch indefinitely and from points 1'-2'-3', etc., of the end view project horizontal lines until they intersect lines drawn from "C" as in points 1''-2''-3''-4'', etc. Then through these points trace a free hand curve and you have the true mitre line between the branch and the main pipe, or this may be called the line of penetration between the two pipes.

To lay out the pattern for the branch, extend the line 1-1 from section "C" indefinitely, as shown by the line 1-1 in pattern. Make this line equal to the required circumference and divide in double the

amount of spaces there are in the half section "C," and from these points draw lines parallel with the branch indefinitely. From all points in the true mitre line project lines until they meet lines having the same number in the stretchout, as shown by 1'-2'-3', etc. Through these points trace a free hand curve and you have the pattern finished. Should it be necessary to lay out the pattern for the openings, then below the elevation draw the vertical line as shown, and with your dividers pick each separate space as 1'-2', 2'-3', 3'-4', and transfer on line below elevation as shown by similarly numbered points. From these points extend horizontal lines indefinitely and from all points in the true mitre line drop lines until they meet lines having the same number for the stretch-out as shown. Through these points trace a free hand curve and you have the pattern for the opening finished. Laps for riveting must be allowed extra.

Percentage of profit should be figured on the selling price in order to arrive at the exact truth. That the selling costs of a business are figured on the selling price needs nothing more than the bare statement. That percentages of the profit are arrived at in the same way is perfectly clear after a little thought on the matter.



The heating and ventilating system of the Capitol at Washington, D. C., is said to be the most perfect in the world, the air in the entire building being changed every three minutes. The air is brought through a tunnel from a point 800 feet distant from the Capitol, and is warmed and distributed over the building through a series of ducts and pipes built into the walls and floors.

How to Sell a Stove

SALESMANSHIP is a part of the service buyers demand, pay for and have a right to expect. It is always important in supplying the requirements of the consuming public; not alone because goods are being disposed of and dollars added to the till, but also because of the prestige it establishes. People learn that your store is a desirable place to trade, which means increased business and more profits, so says F. L. Edman, in *Hardware Age*.

The stove salesman will find it greatly to his advantage to prepare a selling talk on stoves, as well as other items which require more than ordinary skill in salesmanship. This does not mean that he should hand out a cut and dried speech to all prospects, but rather that he should have a definite, logical plan of procedure. He should study the merits of the line he is selling; anticipate objections and be prepared successfully to meet and overcome them.

Everyone makes mistakes, but the wise man profits by his errors, using them as stepping stones to success. If a sale is lost through lack of an adequate argument to cover an objection, that means there is a vulnerable point in your selling talk and not a stone should be left unturned until the weak spot is properly reinforced.

The Buyer's Viewpoint

Many arguments are ineffective because the viewpoint of the buyer is not considered. The man who is in the market for a stove understands very little, and cares less, about the various processes which certain parts undergo in the course of construction. It is therefore a waste of time to direct your talk along this line. What he does want to know is how well the stove will meet his requirements.

If he is in need of a heating stove, the element of comfort should be the basis for the construction of your selling talk. He is interested in learning of any special features it may possess that make for greater efficiency in the production and radiation of heat.

If the prospect wants a range the cooking and baking facilities are most important. A large, roomy oven is a point of merit that will bear special emphasis, also the manner in which the heat is distributed to all parts.

Bringing Imagination Into Play

Just ordinary statements of cold facts are not sufficient. It is essential that you bring your imagination into play. For instance, you state that the stove is a good baker. This assertion may be true, but it is advisable to enlarge on this a little. Picture the delicious pies, cakes, pudding, etc., it is possible to make in an oven so perfectly constructed as the one with which this particular stove is equipped. In this way your talk will be more interesting and forceful.

Inasmuch as everyone is susceptible to an argument that suggests economy, it is always well to make prominent the fuel saving properties of a stove.

The average housewife likes a plain stove, as the work of keeping it clean is greatly facilitated. Therein



An attractive float in the Labor Day parade, arranged by Moose Jaw Hardware Co. (Courtesy of McClary Mfg. Co.)

your selling talk, providing, of course the stove will bear you out in your assertions.

Handling the Question of Price

The price objection is one with which the stove salesman is constantly coming in contact. The prospect may be apparently well pleased with the stove; is satisfied that it is just what he or she wants, but thinks the price is prohibitive; had figured on getting one for less money.

Salesmen have various ways of meeting this objection. Some try to make the prospect believe that there is no other stove worth carrying home; others refrain from mentioning any competitive line whatever, but talk their stove from an investment standpoint, preferring to make the sale rather on the merits of their line than on the defects, real or assumed, of competitive goods. The latter is, of course, the logical method. To knock another man's product is to advertise it.

Clinching the Sale

Not infrequently sales are lost through the salesman's inability to close the deal. It must be remembered that the buyer is usually on the defense. When he makes his final decision it means the battle is at an end; one of the two contending forces has succumbed to defeat, the other pronounced victor. Right at this climax everything depends on the salesman's ability to properly put on the clinchers. He should never consider his selling talk complete until this point is mastered, for here is where the fight is won or lost. By a carefully planned, well executed maneuver, the salesman may here turn the tide in his favor, even though he may have been apparently beaten up to this time. A single blunder, however, is likely to lose all that has heretofore been gained.

The dropping of a remark which will convey the idea that you consider the deal closed will often be instrumental in leading the customer to a favorable decision. Care must be exercised, however, to see that this is not done in an offensive manner. It is well to get the buyer to do some talking before an attempt is made to clinch the sale, as the effort is then more apt to succeed.

In Sporting Goods Department

Starting the Outdoor Sports Idea

Making pleasure is making business for the hardware dealer handling sporting goods, and necessarily he must find a pleasure in his own business or he will not stick with it for long. The dealer must take a stand in favor of organized play. Organized play means increased demand for sporting goods.

It is not definitely known which organization, the school or municipalities, first took up the task of teaching children how to play, but the fact is that to-day there are hundreds of men and women employed by cities and schools whose task is the teaching of play.

Play in this instance usually means athletics. Of course, there are some games for the children that may not be termed athletics, but as a rule they are few.

goods that had never previously been handled in that town. Then he button-holed half a dozen young men who had been active in baseball during the summer and, with winter approaching, felt the lack of something more strenuous than skating and cutter rides.

Within a single week half a dozen hockey teams were formed, followed by a league. The hockey craze swept the town. A big league team was organized to play the nearest circuit. When the various teams came to buy their supplies only one store in town was stocked. While Smith's competitors were still doubting whether the craze would last, Smith supplied the biggest share of the hockey trade with sticks, skates and other accessories.

To most men that new rink was a place to skate in. This man, studying the possibilities intelligently, could see hockey games where hockey had never been played before.

Such instances show the value of the dealer personally studying his field rather than taking the hearsay of the crowd.



Splendid seasonable display of skates and hockey goods made by May Bros., Dundas Street, Toronto. A mirror in centre made a very good imitation of a pond of ice, and the surroundings were given a snow effect.

Municipalities all over the country have torn down the "Keep Off the Grass" signs in their parks and in their stead are found tennis courts, golf links, baseball diamonds, skating rinks, etc. But in most cities the play courses are inadequate to the demand, and it has become necessary for private citizens to create a fund for meeting the expense of additional grounds. In this respect, while there are many with civic pride, who take such an interest in these sports it behooves the dealer in sporting goods to do more than his share.

SUGGEST SEASONABLE SPORTS

In an Ontario town where there was no river within ten miles, what skating was done in winter took place on small ponds. A few years ago a number of men, actuated by semi-philanthropic motives, put up funds to build a large skating rink. A hardware dealer was among the subscribers to the enterprise.

After putting up his money, he reflected. As a result, he sent to a wholesaler an order for a class of

PUSHING ROLLER SKATES

Not so very long ago an enterprising hardware dealer ordered a large supply of roller skates, anticipating a tremendous call for them, but in a short time after stocking them discovered that they were not selling as freely as he had expected they would. Feeling that he would be left with a large supply of unsalable stock, the dealer decided on giving his roller skates some publicity. He secured two local roller skating experts and then announced through his local paper that these two men would race around the public square for a valuable prize, also announcing the fact, that aside from the prize, the purpose of the race was to get the opinion of these two skaters upon the quality of roller skates.

The advertising drew a large crowd to his store, before and after the race, where both men were giving expert advice on the quality of the skates, their easy running as well as the delight and pleasure of roller skating, with the result that the dealer found it necessary to order a further supply.

Automobile Supplies Belong to the Hardware Trade

Profitable line to carry—Give supplies prominent place—Winter accessories sales.

Auto supplies belong to the hardware trade. The garage does not aim, as a rule, to make displays or make any special effort to push sales. The trade largely goes to the garage in spite of this fact, merely because the autoist figures it the likely place and because the hardware man does not feature and advertise the line.

The margin of profit in these specialty lines is such that it pays, and pays big, to devote time, energy and space to them. With the growing popularity of automobile outings, the demand naturally increases. If you are not now handling accessories it would be good to make a beginning by making a small purchase in these various lines. When the merchandise comes in, do not hide it under the counter or place it out of reach on the shelves.

Instead, give the various items prominent places on tables in the front of your store or in floor cases, as well as in your windows. Devote considerable space in your newspaper advertising to cuts, descriptions and prices. Supplement this work with personal letters. Mail to each prospect a neatly written or printed letter, calling his attention to the new line which you have just added. Do the same with the followers of the other sports. You will in this way build up a nice volume of business.

SELLING ACCESSORIES DURING WINTER

Because the colder weather is here is no reason why a hardware store handling auto accessories should close its accessory department. Last winter was an open winter in many sections, and cars were used nearly

the entire season. The observing hardware dealer knows that many a car owner likes to keep his own car in condition. Therefore he can, by a proper pushing of accessories, keep a constant trade during the cold months, and prepare the way for a good spring and summer business for 1917.

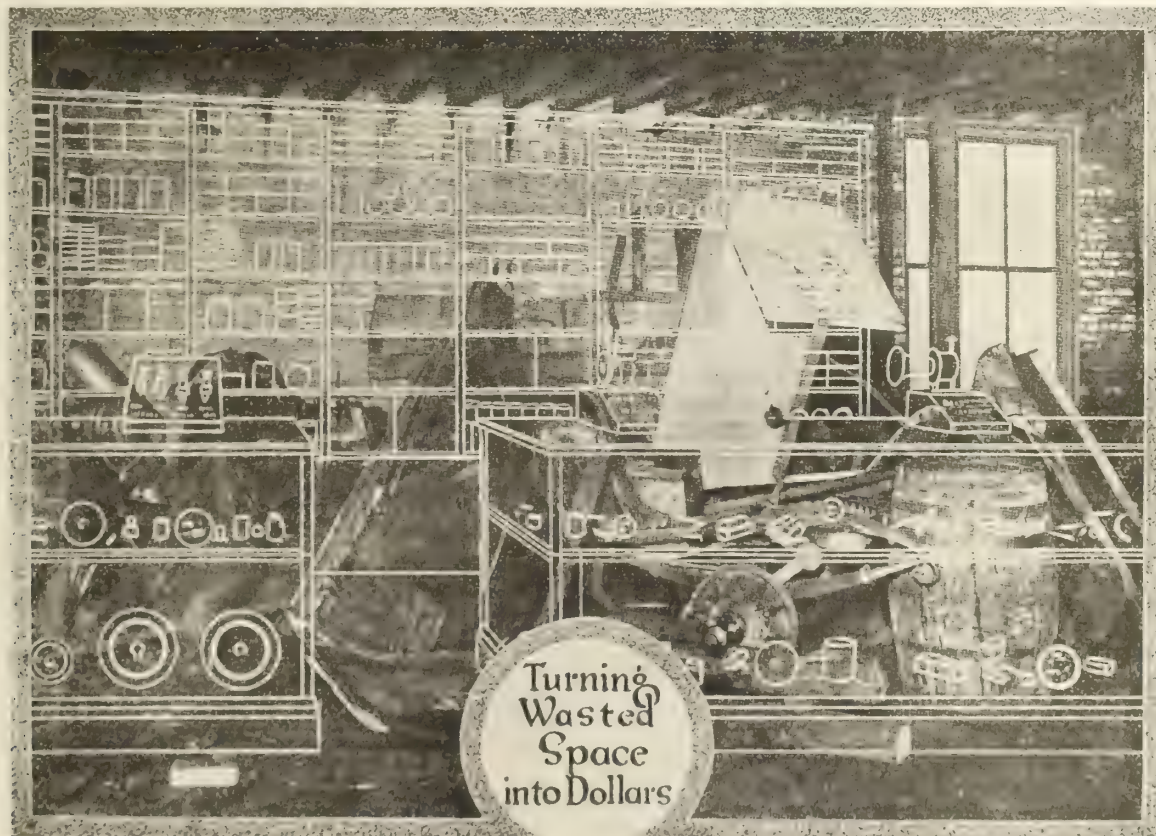
The coming year promises to be a big year in many respects. Records are being broken in many businesses, and more will follow. It is hard to shake off the pessimistic feeling that has been acquired during the past few years, but a new era is at hand. People are buying automobiles who a few years ago did not dream of such a thing. New cars take accessories as well as cars purchased during 1916 and in previous years.

WINNIPEG ACCESSORY WINDOW DISPLAY

The J. H. Ashdown Hardware Co., Winnipeg, Man., recently put in a successful window display of auto accessories. The background was simple, but attractive. In the middle was a display of wrenches outlining the outside circumference of a tire casing. Inside three tires hung from the top were circular show cards which attracted because of their position.

Between the tires was the chief advertisement on two cards, "Automobile Supplies." This filled in well between the central back display and the two exterior outside tires. Then just below the tires as a relief to the background were suspended chamois skins.

(Continued on page 29)



Striking illustration showing how accessory department can be made to occupy the waste space where scrap formerly accumulated.

For the Man Behind the Counter

A
Department
of Salesmanship

Pointed Hints for the Retail Salesman

By Walter D. Moody*

THE safest and surest way for the retail salesman to advance from a lowly position to a better one is by performing his daily work in a thoroughly satisfactory manner. His present surroundings may not be congenial, but all that can be changed if he will set his mind on something better and strive hard to reach it. Wishing will not do it. He must work and be patient.

Begin by being polite and obliging to every customer that visits your counter, whether you think there is a chance for a sale or not. Make it plain that it is not only no trouble for you to show goods, but a pleasure. Make your customers feel at home with you on the instant by an immediate willingness to serve them intelligently. Create desire by making tactful, helpful suggestions.

Value of Suggestion

There is considerable difference between the salesman that attempts to force facts down the buyer's throat and the one that offers information in reasonable, smooth, and pleasing doses. Do not thrust your ideas upon your customers, but in an easy, natural, and pleasing way attract their sympathy and secure their confidence. You will then experience little trouble in making sales, even where desire is totally lacking, as indicated on the surface.

Get over the idea that where there is no desire there is no chance to make a sale, and that almost everyone entering a retail store has his mind fully made up what he intends to purchase. Nothing could be farther from the real facts. The average shopper is glad to have suggestions when he knows they are honestly and intelligently given. But the whole matter rests on confidence. You can do nothing to aid a customer in making selections until you have first secured his goodwill by that indefinable something in your manner that leads him to believe that you are to be trusted, and that you really wish to be of service to him.

Employer is Mindful of Your Presence

It is important also that you do not fool yourself into believing that your employers are unmindful of your presence in their establishment, and that whether you are serving them ill or well makes no difference, because either way it escapes their notice.

That mistaken idea is at the foundation of many a clerk's failure. Depend upon it, your weekly sales are closely scanned, and your general deportment keenly observed. That you do not receive periodical lectures from your superiors, or that you are not discharged, as you might have expected, is not good evidence that you are not being watched. On the contrary, every move you make is mentally or otherwise recorded.

If you are a half-hearted, go-as-you-please salesman, the chances are that you would have been discharged long ago, but for the fact that your employers know from experience how hard it is to get capable, trustworthy salespeople, and that the best they can hope for is a fair average.

Are You Above or Below Average?

Where are you, Mr. Salesman? Above or below the average?

It matters not so much to your employers to which class you belong, so long as the average remains good, but it is of the utmost importance to yourself. If you are below the average, the responsibility rests solely with you to get on the other side of the dead-line. That there is plenty of room goes without saying; it only remains for you to show your real worth, and the transfer will take place without your giving notice that you are ready to move up.

There are as many opportunities for advancement in the retail as in the wholesale branch of any business; but if the wholesale salesman conducted himself as thousands of retail salesmen are doing every day all over the land, he would last just about one trip, and that would end his career on the road.

MORE "DON'T'S" FOR CLERKS

By J. A. M.

Don't say "What will you have?" or "What do you want?" to customers.

Don't say "What?" or "Eh?" to your customers. Keep your ears open and catch what they say the first time. If you don't catch it say "I beg your pardon."

Don't stand talking needlessly with a customer when other customers are waiting.

Don't always talk about parties and entertainments when a girl or young fellow comes in. Try to sell them something instead.

Don't be afraid to pull down goods to show customers for fear you will have a little work putting them back.

Don't have the boss ask you to come back to work after hours if you see you should do so. Come back of your own accord and the boss will appreciate it more.

COURAGE

Courage is as essential to success in business as it is in war. Faint-hearted men never accomplish anything worth while by their own efforts, although a quasi-success is occasionally thrust upon them.

To have courage means, above all, to be able to practice self abnegation, to make real sacrifices of every kind, in behalf of the ultimate object. It means strength and daring to depart from the well-beaten path and the ability to carve a new way.

A courageous man is strengthened rather than disheartened by adversity. He smiles when fate frowns until fate finally smiles with him.

*Editor's Note—This article is taken from Walter D. Moody's book, "Men Who Sell Things," a book bristling with stimulating advice to men engaged in selling goods. The writer has read the chapter on "Retail Salesmanship" a number of times, and has found it exceedingly inspiring. The portion reproduced here is worth careful perusal by every clerk.



There is a lot of Satisfaction in selling Goods that you know are Right

In selling any kind of goods, there is a lot of satisfaction in knowing and being able to tell your customers that a particular article will meet the requirements fully. This particularly applies to varnishes, because it is impossible to tell how they will wear until they have been applied.

“Scarnot,” “Marnot” and “Rexpar” Varnishes

are the kind that you can confidently recommend to your most particular trade as being the best varnishes that can be made for their particular purposes, and are unconditionally guaranteed.

Ask us for particulars of the S-W Agency.

THE SHERWIN-WILLIAMS CO.
of Canada, Limited

PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

HEAD OFFICE — MONTREAL



BUSINESS CHANGES

Saskatchewan

Areola—J. S. Elliott, tinsmith, commenced.
 Cadillac—McGillivray Hardware Co., succeeded by
 The J. A. McGillivray Co., Ltd.
 Delisle—H. E. Pickett, tinsmith, succeeded by H. E.
 Tullis.
 Spring Valley—Pacific Stove and Furnace Co., com-
 menced.

Alberta

Leduc—G. W. Gaetz, hardware and furniture, sold to
 Skinner & Dalgleish, Ltd.
 Chauvin—S. G. Lewis, hardware, succeeded by G.
 W. Allan & Co.

Quebec

Montreal—A. S. Bissonnette, hardware, registered.
 Montreal—J. W. Charbonneau, hardware, registered,
 Montreal—W. Granger, hardware, registered.
 Montreal—Sarrasin & Mercille, hardware, registered.

Canadian Trade Notes

Lieut.-Col. C. C. Ballantyne, of the Canadian com-
 pany, attended the recent "fiftieth golden jubilee con-
 vention" of the Sherwin-Williams Co. of America, at
 the Cleveland, Ohio, head offices. A daily newspaper
 was one of the stunts of the convention.

S. Costelleau, Joliette, Que., has sold out his hard-
 ware stock.

The Guelph Stove Co., is to build a new foundry at
 Guelph, Ont.

The Dominion Steel Castings Co., are extending their
 plant at Hamilton; and the Canadian Copper Co., con-
 template extending their plant at Copper Cliff, Ont.

The Lymburner Brass Works, Inc., Montreal, have
 been incorporated.

The Canadian Carbon Co. will erect a three-story
 factory at Toronto, and the Dominion Cutlery Co. are
 considering building at Montreal.

The Cochrane Hardware Co. intend doing a strictly
 cash business in their North Bay, Ont., retail store,
 commencing January 1, 1917.

The Ontario Oil & Turpentine Co., Toronto, has been
 formed to take over the oil and turpentine business of
 the Colonial Varnish and Color Co.

The National Enamelware Co., of Canada, has com-
 menced business at Calgary, Alta.

The Dominion Sheet Metal and Roofing Co., Ltd.,
 Winnipeg, has been incorporated.

The American Linseed Oil Co., Ltd., Winnipeg, has
 been incorporated.

F. G. Young has discontinued his hardware business
 at Young, Sask., and is giving all his attention to imple-
 ments. H. F. Smith & Co., Liberty, Sask., have also
 discontinued their hardware business.

A. S. Smith, of the A. S. Smith Hardware Co., Moosomin,
 Sask., is dead.

W. L. Pattinson has succeeded A. F. McDermid, in
 covering Alberta and Saskatchewan, for the Ashdown
 Hardware Co.

Owing to a break in the natural gas main which sup-
 plies Calgary with gas for heating, the hardware stores
 of that city were allowed to keep open shop on a recent
 Sunday to give citizens a chance to buy stoves, oil, coal
 etc.

RECENT ADVANCES IN HARDWARE PRICES

New iron pipe prices were issued some few days ago.
 all of them higher quotations. Wire nails are 10
 cents and cut nails 30 cents higher. A 5 per cent. ad-
 vance has been made on bolts and nuts. Barbed and
 twist wire are up in price; so is galvanized and coil
 spring wire. Axes, files and rasps are higher, the
 former 50 cents a dozen and the latter 55 per cent.
 Lumbering tools show 10 to 15 per cent. increases.
 Wheelbarrows, sash weights, cotton twine, and rope.
 sand paper, and Canadian locks are among the articles
 that have gone at higher prices during the month.

Sporting goods show advances from 10 to 25 per cent;
 cotton gloves are up 25 cents; sleigh bells have in-
 creased 5 per cent.; builders' hardware from 5 to 10 per
 cent.; and hinges and butts about 10 per cent.

HARDWAREMEN IN ACTION

Capt. Tom Magladery, M.P.P., New Liskeard, Ont., is
 in hospital in England, with a crushed leg, received in
 action at the Front in France.

Capt. Geo. V. Taylor, formerly with J. H. Ashdown
 Hardware Co., Winnipeg, was killed in action at the
 Front, recently.

Norman Bell, killed; John Hourihan, wounded in
 face and hands; Wm. Thompson, wounded and in hos-
 pital; all of the Ashdown, Winnipeg, staff, was the news
 recently received by that firm.

"EVEREADY" AUTOMOBILE LAMPS

The Canadian National Carbon Co., 265 Adelaide St.
 West, Toronto, have issued a 48-page booklet dealing
 with Eveready Mazda miniature lamps for automobiles.
 Full descriptions and catalogue data are given and
 all the standard equipment together with the proper
 lamp equipment of practically every well known car
 on the market. The garage man should find it of
 great service as a reference book.

TRADE PAPERS DO THIS

No good merchant or business man can afford to
 neglect good reading about his own business. The
 merchant who reads publications of this class is invari-
 ably interested in and benefited by the advertising as
 well. He is always looking to make better connections
 in the lines which he carries and courting the introduc-
 tion of new products which will add to his profits and
 to his prestige in the community.

Advertising consists just as much in the manner in
 which the customers are dealt with, as does the talk in
 the newspaper space. Polite clerks, clean show cases,
 fresh goods, reasonable prices, variety of styles, cordial
 treatment, prompt service, reliable statements, and in-
 telligent storekeeping are all paying advertisements,
 and are indispensable to success.

WANTED—To hear from the owner of good Hardware for sale.
 Northwestern Business Agency, Minneapolis, Minn. d j



The Farsighted Merchant Knows an Opportunity When He Sees It——

The Canada Paint Exclusive Agency offers you the greatest possible opportunity to control the paint and varnish trade in your district.

Each product bearing the C.P. trade mark is backed up by the strongest kind of a guarantee of quality and satisfaction.

Our big increase in 1916 sales proves that consumers recognize the economy in buying the best paint made.

Our 1917 selling plans are bound to greatly increase the sales and profits of Canada Paint Dealer Agents.

Why not link your store with our big organization and get your share?

Send us a post card for particulars to-day.

**The Canada Paint
Company, Limited**

572 William Street - Montreal

112 Sutherland Avenue - Winnipeg

Files and Rasps—
Disston's 65; Gt. Western,
American, Kearney & Foot,
Globe, all 65; Black Diamond
and Nicholson, 50; Delta, 65.

Harvest Tools—
Samson, best quality, 30 and 10
per cent.
Sidewalk and stable scrapers,
net, \$2.25.
Wood hay rakes, 40 and 10 per
cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap discount, 30
and 5 per cent.
Light T and strap, 30 and 5
per cent.
Screw hook and hinge, \$6.00 to
\$6.50.

Ladders—3 to 6 feet, 15c. per
foot; 7 to 11 ft., 17c.
Extension ladders, 17c per foot
up.
Lanterns—No. 2 or 4 Plain Cold
Blast, per doz., \$7.25.
Japanning, 50c. per dozen extra.
Prism Globes, per dozen, \$1.20.
Lamp wick, 50 per cent.

Lawn Hose—Corrugated, 1 inch,
foot 22.

Locks and Keys—Canadian 50 and
10 per cent.

Mallets—Tinsmiths', 2 1/2 x
5 1/2 in., per doz. 1 75
Carpenters', round hick-
ery, 6 in. 2 05

Mattocks—6 lb., 18 inch, \$6 doz.
Picks, 6 to 7 lb., \$4.65 doz.
Pick handles, \$1.85 dozen.
Prospectors' hammers, 16 1/2 c.
per lb.
Drilling hammers, 6 cents per lb.
Crowbars, 5 1/4 cents per lb.

Oilers—Kemp's Tornado and Mc-
Clary's Model galvanized oil can,
with pump, 5 gallon, per doz.,
\$10.00.
Davidson oilers, 45 p.c.
Zinc and tin, 45 p.c.
Coppered oilers, 45 p.c.
Brass oilers, 45 p.c.
Malleable, 25 p.c.

Planes—Wood bench, Canadian,
15 per cent.
Wood, fancy, 15 per cent.

Rope and Twine—

Sisal rope	0 13 1/2
Pure Manila rope	0 22 1/2
"British" Manila	0 18
Cotton, 8-16 inch and larger	0 27
Russia Deep Sea	0 34
Jute	0 15
Lath Yarn, single	0 13 1/2
Lath Yarn, double	0 14

Sisal bed cord, 48 feet, per doz.	0 72
Sisal bed cord, 60 feet, per doz.	0 90
Sisal bed cord, 72 feet, per doz.	1 08
Cotton clothes line	0 27
Bag, Russian twine, per lb.	0 27

Wrapping, cotton, 3-ply twine	0 21 1/2
Wrapping, cotton, 4-ply twine	0 23 1/2
Mattress twine, per lb.	0 45
Staging twine, per lb.	0 35

Rivets and Burrs—Iron Rivets,
black and tinned, 37 1/2.
Iron Burrs, 37 1/2 per cent.
Copper Rivets, usual proportion
of burrs, 30 p.c.
Copper burrs only, 50 p.c.

Sad Irons—Mrs. Potts, No.
55, polished, per set. 1 00
Mrs. Potts, No. 50,
polished, per set. 1 10
Mrs. Potts, handles,
japanned, per doz. 1 00

Sack Weights—
Sectional 1/4 lb each
per 100 lb. 4 00
Solid, 3 to 30 lbs. 2 25
Sack Cord—No. 6 net 11 00

Screws—Wood, F. H., bright and
steel, 77 1/2

Wood, R. H., bright, 72 1/2	
Wood, F. H., brass, 45	
Wood, R. H., brass, 42 1/2	
Wood, F. H., bronze, 37 1/2	
Wood, R. H., bronze, 35	
Square cap, 35	
Hexagon cap, 35	

Screws (Machine)—
Flat head iron 2 1/2 per cent.
Brass, net.
Phillister head, iron, 10; brass,
net.

Shovels and Spades—
Canadian No. 1, 40; No. 2 grade
12 1/2 p.c.
No. 3 and 4 grade, 30 per cent.

Soldering Irons—
Base, per lb., 33 cents.

Sap Spouts—
Bronzed Iron with hooks,
per 1,000 6 00
Eureka tinned steel hooks,
per 1,000 8 00

Staples—
Poultry netting, 100 lbs., 12 00

Stovepipes—
5 & 6 in., per 100 lengths
7 inch, per 100 lengths
Nestable, 40 per cent.
5 and 6-inch elbows, per
doz.
7 inch elbows, per doz.
Prices off.

Thermometers—Tin case and dairy,
75 to 75 and 10 p.c.
Tinners' Snips—35 per cent.

Tinners' Trimmings—27 1/2 p.c.
Plain, 66 2-8.
Retinned, 60 and 10.

Traps (steel game)—Newhouse, 40
per cent.
Hawley & Norton, 57 1/2 per cent.
Victor, 70 per cent.
Oneida Jump (Star), 65 p.c.

Wheelbarrows—
Navy, steel wheel, doz. 31 25
Garden, steel wheel, doz. 43 20
Wire Cloth—Painted Screen, in
100 ft. rolls, \$1.87 1/2 per 100
sq. ft.; in 50-ft. rolls, \$1.92 1/2
per 100 sq. ft.
Wire Door Mats—16 x 24, doz.,
\$9.00.

HOUSEFURNISHINGS

Stoves and Ranges—
Gas ranges.
Stoves and ranges.
Furnaces.
Registers.

Range Boilers—30-gallon, Stan-
dard, \$10; extra heavy, \$12.50.

Kitchen Sinks—Flat rim enameled
sinks 16x24, \$3.65; 18x30,
\$4.00; 18x36, \$4.50.

Enameled Ware—White ware 60
and 10 per cent.
Hollow ware, tinned cast, 30 per
cent. off.

Copper Ware—Copper boilers,
kettles, net.
Copper tea and coffee pots,
net.

Galvanized Ware—Dufferin pattern
pails, list.
Galvanized washtubs, list.

Stamped Ware—Plain, 60 and 10
per cent. Retinned, 60 and 5
per cent.

Silverware—Hollow ware, 30; flat-
ware, 40.

Churns—No. 0, \$9; No. 1, \$9; No.
2, \$10; No. 3, \$11; No. 4, \$13;
No. 5, \$16; f.o.b. Toronto, Ham-
ilton, London, and St. Marys,
35 per cent.; f.o.b. Ottawa,
Kingston and Montreal 32 1/2
per cent.

Washing Machines— Each
Dowsell 8 50
New Century, Style A. 16.00
Ideal Power 26 00
Puritan Motor 26 00
Low Pressure Water
Motor Washer 26 00
Connor Ball Bearing,
with rack 18 00
I X L 17 50
Gen. 15 50
Winner 13 00
Connor Improved 8 50
Discount, 50 per cent.

Wringers—
Royal Canadian, 11 in.,
doz. 45 25
Bicycle, 11 inch 56 25
Trojan, 12 inch 100 00
Unexcelled, 104 E 72 00
Favorite 511E and 521E 57 75
Domestic 531E and 541E 63 00
Challenge 311E and 321E 51 00
Ottawa 331E and 341E 56 25
Eze, 11 in. 49 50
Sunlight 111 42 00
Discount, 10 p. c.

The "Handy Andy" Improved Force Cup



For household use,
enables anyone to
keep the drain pipes
of sinks, baths, basins,
tubs, etc., free and
clear, and in a safe
and sanitary condition.

*There's a Good
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If You Don't See What You Want

Your Requests for
information will re-
ceive prompt attention

among the advertise-
ments in *Canadian
Hardware Journal*,
write the publication office
32 Colborne St., Toronto

ATKINS

STERLING STEEL SAWS

MADE IN CANADA



The Saw that brings a *Higher Price - a Bigger Profit*. Their service makes them worth it.

Sterling quality steel, backed by sixty years experience, has produced these popular saws. Get quotations and resale prices immediately.

Ask for catalogue "C. H. J."

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"CHALLENGE"



"RIVAL"



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EVERYBODY KNOWS THESE ***LUFKIN*** TAPES

THEY HAVE BEEN PIONEERS IN CONNECTION WITH THE NOTEWORTHY IMPROVEMENTS MADE IN TAPES.
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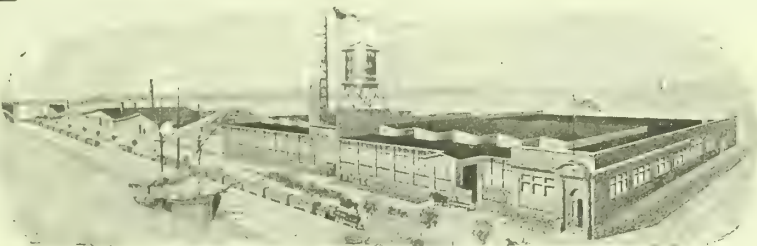
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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

CONSULT THE BUYERS DIRECTORY

The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines--and only ONE line will be represented in his advertisement--but if you will refer to the Directory in most cases you will find just what you are looking for.

Builders' Supply and Hardware Dealers can obtain their supply of

Creosote Shingle Stain

and
Black Liquid Mortar Color

from

MANTON BROS.

Factory : 105 Elizabeth St., Toronto

The largest manufacturers of this line in the Dominion. To dealers only.



Concerning the Products of
BRANDRAM - HENDERSON LIMITED

Montreal Halifax St. John Toronto Winnipeg

Good Paint manufactured to-day by the latest scientific processes of Brandram-

Henderson Limited, represents the manufacturers' unattainable ideal of less than a generation ago.

With the machines and methods of that time, it was impossible to grind ingredients to the microscopic fineness attained in the present "B-H" processes, consequently covering power, penetration and durability were limited.

Wonderful improvements in manufacturing processes, and the perfection of the distinctive "B-H" formula:—

70% pure white lead

30% pure white zinc

100% Pure Paint.

have combined to produce a paint that resists the constant attacks of the elements almost as though it were a film of steel.

Pure Paint in the truest sense of the word is produced from the "B-H" formula and it is paint that works under the brush with a facility beyond comparison.

The quality of wear enables "B-H" paint to keep the unusual brilliance of original color imparted at the Brandram-Henderson factory and both these qualities of durable color and lasting-wear make "B-H" paint easy to sell and attract agents who wish to handle only the best.

